

DISTRIBUTION AND WAREHOUSING



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5—**Bell Housing Support for Chevrolet.** Sup-

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6—**Helper Springs for Fords.** FV-836 helper springs for Ford $\frac{1}{2}$ -ton and pickup trucks provide load balance and control body roll and increase carrying capacity, although in operation only when the increased load is applied. The spring clamps to rear axle housing, no drilling of holes necessary. Retail price, \$15, complete with all fittings. Maker, Service Spring Co., Indianapolis, Ind.

KEEP POSTED ON TRADE LITERATURE

7—**Brake Control.** A 16-page booklet packed with information desired by any fleet operator interested in knowing the fundamentals of brake design in relation to vehicle performance. Designed primarily for the truck operator, well illustrated with charts, etc. Given free by Linderman Devices.

8—**Skip Hoist & Drag Line Machinery.** A complete catalog covering the line of elevating, conveying and power transmitting machinery made by the Palmer-Bee Co.

9—**What Happens When You Ship a Package?** The title of a new booklet by Railway Express, attractively illustrated to explain the step-by-step procedure and protection given by this big organization in getting the load through to destination on time and in good condition. It also shows a tie-up with Western Union, rail, airways and the consignee to give convenience, speed of delivery and the final assurance of receipt. Other features are shown as well.

10—**Truck & Trailer Size & Weight Restrictions.** The 1936 edition of the laws regulating the size and weights of trucks and

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11—**Tire Maintenance Manual.** Tells how to secure the most mileage from your truck tires. Given free by the General Tire & Rubber Co.

12—**Diamond Fibre Containers.** A new 31-page catalog showing the complete line of containers, trucks, barrels, etc., made of Diamond fibre, a hard, dense, bone-like material. This material is made from pure cotton fibres chemically hydrolized. Light in weight, but tough and scuff-proof, this material is claimed to be an ideal product for use in containers of all kinds. Maker, Continental-Diamond Fibre Co.

13—**Roofing Life Extension.** A new 4-page folder dealing with the question of increasing the life of roof coverings. The folder describes how Flexrock saturated cotton fabric and a special grade of asphalt add considerably to the life of roofs. Similarly, the same asphalt is claimed to be an economical solution to

the problem of floor life. Folder published by Flexrock Co.

14—**Text Book on Nails.** A very interesting combined text book and catalog on nails, consisting of 44 pages, profusely illustrated with every conceivable type of nail, the common defects in ordinary nails, how these defects can be overcome, analysis of a nail, etc. A copy will be sent to anyone writing to the Angell Nail & Chaplet Co., 4580 E. 71st St., Cleveland, and mentioning the name of *Distribution and Warehousing*.

15—**Portfolio of Warehouse Forms & Advertising.** Something new for the Warehouse moving department. The second portfolio will feature forms for the storage department. Other services will follow. The moving department portfolio contains "Removal Announcements," "ICC Motor Carrier Act forms," "Order blanks," "ICC Warning stickers," "Daily Schedules," "Moving Bills," "Local Moving Contracts," "Standard Measurement Sheets," business cards, blotters and other advertising material, all of which have been tried and tested. Printed by Milbain Printing Co., Inc.

16—**Boiler Problems.** An engineer's analysis of certain typical boiler problems and what to do. A brief but comprehensive discussion, profusely illustrated and containing technical information of value to operators. Pocket size and a ready reference. Sent free by L. J. Wing Mfg. Co.

17—**Three Valuable Diesel Booklets.** Warehousemen and motor freight operators who have been contemplating the use of Diesel engines in their trucks should by all means acquire the three instructive and well illustrated booklets describing the operation of the Cummins Diesel engine, its fuel distribution and injection system (one reason for its so successful operation), its record for reliability and fuel economy, etc. Just ask for the three Cummins Diesel engine booklets and *Distribution and Warehousing* will have them sent to you. Or if you care to, write direct to the Cummins Engine Co., care of Mr. P. E. Letsinger, Columbus, Ind.

Distribution & Warehousing,
249 W. 39th Street,
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Street

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... from the Editor

Traffic Executives to Gather at New York

AN eastern conference of sales and traffic executives of manufacturing companies which use public warehouses will be held in New York early in December, and we call your attention to this month's pages 50 and 51, where will be found some of the preliminary details. Further announcement will appear in our November issue.

This assembly of representatives of national distributors is being sponsored by "DandW" because of a conviction that the mutual interests of shipper and warehousemen can be definitely served by open discussion of certain major problems which, until their solutions are achieved, will block the way to some potential economies in distribution.

Many traffic managers think it is feasible to have the warehouse invoice form standardized. A simplified invoice document was agreed upon by business interests at the time, about twelve years ago, when the warehouse receipt form was made uniform—a development which "DandW" initiated. The receipt as then standardized entered common usage, and no shipper or warehouseman would want to go back to the miscellaneous hybrid forms, literally hundreds in number, which once passed over business men's desks. But the standard invoice form, while adopted in expectation that it would be generally utilized and although it had the endorsement of the Department of Commerce, failed to survive individual preferences, and today we find virtually no two invoice forms which are alike in size or text or color. Confusion is created, bookkeeping is complicated.

For years warehousemen have been wishing for a lowering of railroads' carload rates, on the theory that more spot stocks would be placed. Obviously this is a bit of evolution which warehousing could not hope by itself to bring about. It must have the backing of interests more influential in transportation. The railroads depend on manufacturing in part for freight traffic. Perhaps if a sufficient number of national distributors stepped into the picture and demanded a greater spread between C. L. and L. C. L. rates, the rail carriers would give heed as they could not be tempted to do for warehousing—and particularly might the railroads be in a mood to grant such a spread at this particular time because they are discovering that lower passenger fares are bringing back traffic which had

been lost to busses and possibly would be willing to experiment with lower carload rates in the battle against freight competition on the highways.

Then there are the Robinson-Patman law and its effects on the selling of goods which pass through warehouses; the Social Security Act taxes which, as levied on warehousing, the shippers may eventually be asked to assume in the form of increased warehouse charges; costly long distance shipment of commodities by truck as compared with an available spot stock system which some warehousemen say they can prove is more economical under certain conditions; the problem of State and municipal taxes on goods in public storage; and rate-chiseling by some shippers vs. rates-based-on-cost-plus-reasonable-profits as consistently maintained by those stout-intestined warehouse operators who would convince shippers (because they themselves believe it) that service is paramount to lower rates and that a breaking down of the tariff structure must injuriously affect standards and thus in the long run make warehousing a less valuable distribution agency.

Subjects such as these are on warehousing's own convention programs, and that means that the discussions are largely one-sided and naturally partisan. At such gatherings the "other fellow's viewpoints"—the other fellow being the traffic manager—are rarely heard expressed, which is too bad. If the traffic manager wants to get his opinions across to the warehouseman, he has to do it individually. And the traffic executives—we allude to the ones who are warehouse users—have no common meeting ground for exchange of views particularly having to do with warehousing problems.

Hence the "DandW" sponsorship of just such a gathering in December. The assembly will provide that common meeting ground not now available; and, as warehouse operators are expected to attend also, opportunity will be created for coordination in future business relationships between traffic executive and warehouseman and for a more understanding appreciation of one another's difficulties.

American Tin to Japan—Maybe!

A reading of these five paragraphs is recommended to the Department of Justice at Washington—and perhaps

WE RECOMMEND

To All Distributors

THAT you refer to the Warehouse Directory section of "DandW" when anyone in your organization is transferred to another city.

You will find household goods warehouses listed in practically every city. The operators of these plants are experienced not only in the storage of household effects but in the long distance transportation of them as well.

When it is necessary to arrange for storage or moving in a distant city, we especially recommend that you communicate with a responsible warehouseman in that city so that the shipment will be on hand immediately when it is wanted.

Household goods warehousemen in every city are better equipped than anyone else to handle and care for shipments of household effects coming into their city. They can arrange for the complete movement, including all packing. Their careful handling and responsibility are as important to you as to your employees.

DISTRIBUTION AND WAREHOUSING

will interest distributors of products which are shipped in containers made of tin.

Recently we talked with the traffic manager of a company which packs, in tin cans, one of its cleansing compounds familiar to many warehousemen. The cans are made on the premises, and invariably there is a lot of scrap left over and thrown away. The traffic manager told us a surprising thing:

That he had just been approached by a Japanese gentleman with an offer to buy the scrap tin. Our informant was curious to know what the visitor purposed to do with it.

The response was frank. The tin would be shipped to New York, loaded on a steamship and sent to Japan—and there used for the manufacture of bullets.

Be it related here that the traffic manager refused to sell.

Selling the Distributor on Long Distance Removals

The text on the page opposite this one is addressed specifically to distribution executives, generally the sales and traffic managers, who are constantly being obliged to shift their employee personnel from city to city. From direct field contacts which the editor has made in recent weeks it is evident that the coming of "better times" is prompting this class of household removals as never before in recent years.

Such removals are logically the job, by virtue of long experience and training of men, of responsible household goods warehousemen, and we suggest to national distributors that the major reason why the furniture warehousemen advertise in "DandW" is that they realize that this magazine is being read by the industrial executives who have the say-so when it comes to selecting such companies and their affiliated long distance van organizations. Hence the appeal to the sales and traffic executives to consult our Warehouse Directory section—this month it starts on page 53.

It is within the power of household goods storage executives to make physical use of "DandW" as an instrument to build year-round removals business for themselves. In support of this statement we point out how Edward G. Mooney is doing it—and has been for years past—in Connecticut and Massachusetts. And inasmuch as he is now planning to do it more extensively than ever before, it must be obvious that he has found it a worth-while effort which has brought him results in the form of profitable new business.

Mr. Mooney, president of Hartford Despatch & Warehouse Co. with plants in Hartford and Bridgeport, Conn., and Springfield, Mass., is exceptionally advertising-conscious. In the territory he serves he keeps his firm's name constantly in front of prospects in all sorts of ways, and spends plenty doing it. What we want to tell you about here is his unique method of getting to sales and traffic managers' personal attention the full-page advertisement which he invariably places in the annual Directory issue of "DandW" as a supplement to his regular advertising in the other eleven issues. And because it is a method which is of benefit to his fellow warehousemen in all parts of the country, it has significance nationally.

Each year Mr. Mooney buys extra copies of our Directory issue—this coming January he's going to purchase fifty—and binds one each within stiff covers. The front cover bears his company's name, prominently and tastefully arranged. He buys also a corresponding number of page-proofs of his Directory advertisement, and one of these is gummed to the inside of each front cover.

In this form the Directory is presented by Mr. Mooney to key executives identified with southeastern New

England's manufacturing firms, insurance companies, banks, etc.—organizations which, carefully selected by virtue of Mr. Mooney's knowledge of the territory's business activity, are logically the ones which require from time to time the services of furniture warehousing in transferring personnel even though they might never use merchandise and cold storage warehouses for any purposes.

Mr. Mooney has learned from inquiry that the Directory is repeatedly used, the year around, by the executives to whom he presents it. Most of them have branch factories and offices in cities elsewhere, some far removed from Hartford, and it is safe to say that many a warehouseman's long distance removals contract has had its origin at the Hartford headquarters of an industrial, insurance or financial institution to which Mr. Mooney annually supplies the "DandW" Directory.

If a hundred storage operators did in a hundred cities what Mr. Mooney does in one business community, there is no question but that household goods warehousing as an industry would get a larger share of the long distance removals now going to non-warehousing trucking groups.

Ed Mooney will tell you that it builds business for Hartford Despatch—for its household storage, long distance removals and local trucking, and often merchandise storage and distribution. The Directory thus bound is a steady reminder, on desks at business sources which count, that Hartford Despatch exists. And it pays Hartford Despatch dividends far exceeding the expense annually involved—which is why Mr. Mooney will in January expand this type of sales promotion.

"Absentee Control" of the Placing of Spot Stocks

It would be interesting to know—and, we think, important for some warehousemen to find out—to what extent commission merchants and food brokers control selection of public warehouses for storage and distribution. And also whether more than just a few merchandise and cold storage operators make it a practice to contact such middlemen located in their home communities.

We approach this subject because several warehousemen whom we have questioned have frankly admitted they hadn't given thought to the possibilities. Several others said it had long been their custom to make such contacts, and that doing so was profitable; but, in the words of one: "Why should I tip off my competitors about accounts to be had nearby?" Which seems a fair question. "That," he added, "is their lookout."

Control of selection of warehouses does not always lie at the point of production. Often it is futile for the warehouseman seeking an account to hope to get the sympathetic ear of the traffic manager in the shipper's headquarters office; the traffic manager's reply is, "You'll have to see ———," and he mentions a commission broker in a far-off city; perhaps one in the warehouseman-inquirer's own home town.

Which may be elementary in the experience of many veteran storage operators. Yet because it is concededly new to the business thinking of some warehousemen with whom we have been discussing it, we are going to cite an example of what we might term "absentee control" of selection—that is, control elsewhere than at the source.

Near Boston's North Station is a firm of commission merchants, Abbott Hall & Co., who sell throughout New England for packers of foodstuffs in the South and Mid-West and along the Pacific Coast. Warehousemen in New England would not get to first base trying to

induce those packers to give accounts. Selection of warehouses in New England, and in Albany, N. Y., is left by those packers to Abbott Hall & Co. The Boston company has the exclusive say-so. The packers believe that Abbott Hall & Co. are strategically in a position to know in which cities stocks should be spotted, and which warehouses can best handle the accounts.

Abbott Hall & Co. maintain such stocks in two public warehouses in Boston and one each in Springfield, Albany, Hartford, Bridgeport and Providence. These seven warehouses receive in the aggregate from 150 to 200 carloads of foodstuffs annually shipped into New England (and Albany) by those southern and western packers.

This, we think, suggests that a survey right at home might uncover nice business for some warehousemen. In cities around the country there must be hundreds of commission merchant firms which, like Abbott Hall & Co., are the deciding agencies in placing spot stocks.

One Editorial Job Is Sowing Seeds

Also there must be hundreds of manufacturing companies which are not using public storages today only because no one has told them of the wisdom of doing it.

On a recent trip we talked with the executive vice-president of an organization which had just begun shipping a product which, being advertised nationally, is ideally adaptable to warehousing. He said the subject of warehousing was one wholly new to him, and what could we tell him about it? So we gave him a brief outline and told him about certain articles which had appeared in "DandW" and he asked us to send them to him, and later we did.

A warehouseman operating in the home city of such a company is naturally not enthusiastic about trying to "sell" the company on warehousing; because even if he succeeded he would not get any of the spot stock accounts which resulted but would merely be building business for warehousemen elsewhere.

Yet it would be a fine thing for the industry as a whole if he would take the time to do just such "selling" with, simultaneously, warehousemen in other parts of the country doing the same thing in their own communities. In the long run all would benefit, because the number of spot stocks carried would in the course of time mount amazingly.

But probably that is expecting too much of the individual operator who has his nose to the grindstone. It was just a thought we decided to offer in passing.

Sowing seeds in that way—we mean by contacting national distributors who know nothing about public warehousing—is part of the editorial job, as we see it, and we purpose to do more of it in the months ahead. Something might come of it which would benefit this industry.

And incidentally the executive vice-president mentioned asked for a bid to the sales and traffic executives' conference planned for December. He said he wanted to be there, to learn what warehousing was all about.

A Business Publication Services Its Readers

Sales and traffic executives in all lines of industry obviously are interested in knowing what competitors in their particular lines are doing, or planning to do, in the making, advertising, selling and distributing of new products and in increasing the production of items currently sold. And the birth of a new product or a campaign for broader sales of an existing one suggests

potential business for merchandise and cold storage warehouses.

Hence a twofold objective is sought through the "Parade of New Products" department which "DandW" is publishing regularly. Therein is presented informative items obtained from many sources.

To warehousemen who are on their toes for new accounts we recommend a careful reading of the "New Products" department, with a view to making inquiries and possible business-building contacts.

Items such as these are constantly appearing in business journals published for executives in all lines of production and manufacturing. Subscriptions, by a warehouseman, to all these many trade journals is prohibitive; moreover the warehouseman who puts in a faithful twelve-hour day on the job—and we know many storage executives who are doing just that in these competitive times—somehow wouldn't get to browse through the many magazines even if they were made available to him. Not that he wouldn't like to do it but there is a limit to human energy.

Information which the harassed warehouseman thus misses, and which should point the way to business-getting opportunities, are to be found in the "New Products" department. Perhaps he can capitalize on those opportunities!

This is not theory. It has worked out in practice. Such capitalizing has been done, and successfully so, by Wilson V. Little, now general secretary of the American Warehousemen's Association.

Before joining the A. W. A. in an executive capacity Mr. Little was, as veteran storage executives know, superintendent of Western Warehousing Company, Chicago. He made it part of his job to read all sorts of business magazines, looking for just such information as our "New Products" department offers. He concentrated on those products which lend themselves to distribution through a plant such as that operated by Western. Whether the products were at the moment passing through warehouses did not matter; what was important was whether they were products which *could* be warehoused if the makers could be induced to become warehouse-minded.

The information thus culled was methodically card-indexed, and this index was made the basis for correspondence with the makers of the products. Through a constant weeding-out process the index was kept up to date, and Mr. Little developed one of warehousing's finest lists of live prospects.

More than that, Mr. Little obtained new accounts that brought revenue which of course far exceeded the cost of the effort. Some of the accounts were from distributors who had never previously made use of public warehouses.

Which suggests, in part, the why and wherefore of our "New Products" information. The many trade journals come regularly to our editorial desk, and here the pertinent information is digested and passed on to warehousing for its guidance.

It is part of a business magazine's job to be of service.

Lever Bros.' "Spry" Will Go Into Increased Production

And speaking of new products, here is news of timely interest. Lever Bros. Co., whose Lux, Rinso, Lifebuoy soap and other items have long been stored in public warehouses, is erecting at Hammond, Ind., a \$4,000,000 plant which will be devoted exclusively to the manufacture of Spry, a vegetable shortening introduced to the American housewife for the first time about ten months ago and which at present is made only at the Lever Bros. factory in Englewood, N. J.

The development at Hammond means that the Lever organization will in January go into increased production of Spry, and this in turn foreshadows new business for some warehouses.

Spry, put up in cases of 12 three-pound and 46 one-pound containers, each case weighing 48 pounds, is now being distributed, from the Edgewater plant, through eastern and central western warehouses—in Scranton, Washington, Cincinnati, Cleveland, Columbus, Indianapolis, Kansas City, Minneapolis and in a few northern New York cities.

Lever Bros. Co., with headquarters in Cambridge, Mass., has been conducting an extensive advertising campaign, in newspapers and over the radio, and a recent consumer-survey showed that Spry was being used by women in several million homes. Hence the decision to increase production—to meet a growing demand for this kitchen edible.

Naturally, some warehouses within ready overnight radius of Hammond are destined to lose the Spry account after the Hammond plant begins operating. But warehousing as a whole will benefit, because at points more distant from Hammond the Lever Bros. organization will gradually expand its spot stock system until eventually the whole country will thus be covered for Spry distribution, as is the situation now with the Cambridge company's soaps and cleansing products.

Social Security Taxes Still a Question Mark

Whether the Social Security Act assessments—"the largest tax bill in history," says Alf O. Landon—which start in January are going to be passed on by warehousemen to the national distributors, and just what form the "passing on" will take if warehousemen decide on that step, continue to be vexatious problems in the minds of storage operators. The latter appear to be waiting to see "what the other fellow is going to do" before deciding each for himself—which answers the question for no one.

The burden on payrolls of employees starts at the rate of \$2 in taxes for every \$100 of wages. It will increase until it is \$6 in taxes for every \$100 in wages.

"We are told," Governor Landon said in his campaign speech at Milwaukee, "that this \$6 will be equally divided between the employer and the employee. But this is not so, and for a very simple reason. The actual fact will be, in almost every case, that the whole tax will be borne either by the employee or by the consumer through higher prices. That is the history of all such taxes. This is because the tax is imposed in such a way that, if the employer is to stay in business, he must shift the tax to someone else."

If these new taxes are eventually going to equal 28 per cent of a warehouse company's net annual profits, as one storage operator recently told us he had estimated they would in his business, then it is not difficult to guess what the average warehouseman's final decision will be.

Based on a recent field survey, we reiterate something we said here several months ago—that some storage operators, seeking to avoid having to pass the burden on to their customers and thus risk losing accounts, are, as they never had before, making a study of labor-saving machinery. They are trying to find ways to reduce their handling costs, their objective being to absorb, they hope, the Social Security Act taxes instead of "passing them on."

If they succeed thus in lowering handling costs, it is going to mean increased profits should the Act meanwhile be declared unconstitutional or should it be repealed by Congress in the event of the election of Mr. Landon. Viewed in that light alone, a more minute

examination of present costs seems a worth-while effort.

Naturally the distributors are concerned about what the warehousemen contemplate doing, and to the storage operators we want to put in print here something voiced within the past few weeks by the traffic manager of a company which is one of America's most liberal users of public storages. He suggested we tell warehousing this:

"We expect that the warehousemen will pass some of the taxes on to us. But they should remember that we, too, have to meet similar taxes, and we have many more employees than the largest of the warehouses. Warehousemen should not pass all these taxes on to us. There must be a happy medium somewhere, and the warehousemen should arrive at it."

Offered in Advance of November 3d

President Ernest M. Hopkins of Dartmouth College, writing in the October *Atlantic Monthly* regarding the Roosevelt New Deal formula, comments:

"It is to be unlike anything our people have ever known or desired. I question if they wish it now. Initiative, courage, hardihood, frugality, and aspiration for self-betterment are to be penalized, and the fruits of these are to be taken from those who have undergone self-sacrifice to attain them and bestowed upon those who have never developed the qualities to possess themselves of rewards. Humanitarianism is to be reduced to the economic code of a managed society. The necessity for struggle, by which men have developed strength and the discipline of hardship, through which they have achieved greatness of mind and heart and soul, are to be replaced by a specious security."

In short, says the *Boston Evening Transcript* editorially, "a formula for national weakness and ultimate disintegration."

Another Possibility of Unfair Competition

Regardless of the political outcome in November, it becomes evident, through campaign speeches, that whatever Administration is in power during the next four years has plans for expanding the United States Warehouse Act in a way which cannot be expected to benefit an industry, public warehousing, which has millions invested in plants built to do some of the very things which the candidates would have the Federal Government do.

Governor Landon in his Des Moines speech said:

"As part of the plan for removing the depression effect of surpluses I shall propose an amendment to the Federal Warehouse Act so that reserves of feed, such as corn, can be carried on the farm.

"Under the amendment the farmer who stores his grain on the farm in such a way as to make it insurable will be entitled to a Federal warehouse receipt. He will then be eligible to borrow from any banking agency. He will enjoy the same credit facilities as are available to owners of grain stored in the terminal markets."

Secretary of Commerce Roper, talking at a Democratic rally in Tulsa, said:

"A lesson taught by the drought is that we should work with nature and not against it. To this end I believe that we should plan for a nationwide system of warehousing as part of a public works program. This would . . . provide storage of surplus of such basic necessities as corn, wheat, cotton, oil, provender, etc."

And with the Federal Warehouse Act once thus
(Continued on page 55)

QUALIFYING TO DO BUSINESS

By JOHN H. FREDERICK
Assistant Professor of Marketing
University of Pennsylvania

AS was pointed out in the September issue of *Distribution and Warehousing*, the usual arrangements for the use of public warehouses, by manufacturers and other distributors, may be considered as *doing business* within the contemplation of most State statutes regulating and taxing foreign corporations. The costs of qualifying in the various States, where public warehouses may be used as transportation and distributing agencies, and the payment of the various annual license fees and taxes, are a distinct burden on carrying on interstate commerce from the standpoint of warehouse users, and sometimes limit, or cause a loss of business, to public warehousmen.

In the case of many States, maintenance of stocks in public or private warehouses means that the storers become subject to income, license, corporation franchise, and personal property taxes. It also means that the storer must register to do busi-

ness in these States, must hire a local agent for the service of process, and in some cases must even maintain a set of records showing goods sold to purchasers in particular States, in addition to the annual reports re-

quired by all of them in which he is qualified. All these requirements are sufficient, because of their cost, to offset the advantages, from a distribution standpoint, of using public warehouses in many cases.



The September issue of "DandW" carried the first instalment of Mr. Frederick's article. Read it as well as this part for a full understanding of this vital problem.

Second of a series of two articles on the State statutes governing the use of public warehouses by manufacturers and other distributors.

IN THE 48 STATES..

PART II

Most warehousemen when questioned on whether their clients have qualified to do business in States where stocks are maintained are either non-committal or say that they all "qualify as a matter of course." Other warehousemen will admit that, while they do not condone such a practice, numerous clients are not "qualified" and that others have maintained stocks with them for some years without so doing. The client is taking the risk and warehousemen, when asked, will generally advise qualification to be on the "safe side." The matter of qualification is, however, seldom mentioned by warehouse solicitors unless brought up by the storer. It is safe to say that numerous users of public warehouses are maintaining stocks therein today in complete ignorance of the fact that they are violating State laws by doing so without "qualifying to do business." The lax enforcement of the State laws and regulations should not be relied upon.

It is, of course, settled law that States cannot place any burden on interstate commerce, but in many cases it is difficult to determine when a particular transaction constitutes interstate commerce. This difficulty grows out of the complex and diversified nature of the various transactions which arise in interstate business, as well as from the efforts of the United States Supreme Court to protect interstate commerce from State burdens, and at the same time preserve the right of individual States to adopt and enforce regulatory statutes.

As a result of this condition the line between business which comes under the protection of the commerce clause of the Federal Constitution, and business which is not so protected is, in many instances, very narrow.

This line is, in fact, so narrow that no tribunal other than the Supreme Court of the United States is qualified to determine, with certainty, on which side of the line some cases should fall. In fact, the word *commerce*, as used in the Federal Constitution, has never been given any fixed, definite, or circumscribed meaning by that Court. Neither has the Court ever directly decided the following important questions which affect every shipper in interstate commerce:

1. Whether a foreign corporation which ships its goods from State to State to be stored in warehouses to await future sales, is doing the type of interstate business in the State to which the goods are shipped, for storage, as comes within the protection of the commerce clause of the Federal Constitution.

2. Whether the fact that orders taken, or received, for goods stored in a particular State by a foreign corporation, to await future sale, are subject to the approval of the foreign corporation as its home office, would make a transaction one of interstate commerce when otherwise it would not be such.

3. Whether a foreign corporation shipping goods into a particular State, prior to orders having been received for them, and storing them in a warehouse in that State in the original packages in which they were shipped to await future sales, and making sales and deliveries in original packages after such storage, is doing business in that State which is protected by the commerce clause of the Federal Constitution.

On the other hand, a review of Court decisions reveals that:

1. A State cannot deny, or impose restrictions upon, the right of a foreign corporation to ship goods into the State in which they were sold by it, or to sell

goods in a State which are to be transported into such State from another State and delivered to the purchaser in pursuance of such sale, or on orders received by traveling salesmen and transmitted to it in the State of its domicile.

2. That sales of goods by a foreign corporation to a resident of a State, though made by a salesman or agent sent into the State, to be shipped to the resident in the State from another State, belong to operations of interstate commerce and are not subject to the restrictive statutes of the State directed at foreign corporations.

3. That sales of goods by a foreign corporation through mail orders sent to the corporation in the State of its domicile, from which the goods are shipped to another State direct to the person sending the order, constitute interstate commerce.

4. That a sale by a foreign corporation of goods to be shipped into the State from another State, subject to the approval of the corporation at its home office in the State of its domicile, or at a branch office in any State other than the State where the sale was made, constitutes interstate commerce.

5. That the mere solicitation of orders for goods, or negotiation of sales of goods, which are to be filled in the State of the corporation's domicile, and shipped from such State, or from any other State, to the State where the orders were solicited, or sales negotiated, is a part of interstate commerce.

6. That statutes restricting or regulating the doing of business within the State, by foreign corporations, cannot affect contracts made by a citizen outside of this State with such a corporation for goods or prop-

(Continued on page 64)

FOOD SPECIALTY PRODUCERS FIND IN SPOTTING WAREHOUSE STOCKS IN

By K. H. LANSING

PROBABLY no manufacturing business in the United States is more keenly alive to the economic and good-will building value of spotting stocks in selected public warehouses than is the widely known combination of three associated companies operating under central management as the American Cone & Pretzel Co., Standard Mushroom Co., and Continental Packing Co. The three lines of business are national and the concerns have customers in every State in the union.

At present, the facilities of forty-one public warehouses are being used in forty principal cities, forming a network extending virtually all over the country. About half as many more are used on a part-time basis, but they are not regarded as regular connections.

The general offices of the business are located in Philadelphia. Shipments are made out of five different plants in as many different cities. The American Cone & Pretzel Co. has manufacturing plants in St. Louis, Cincinnati and Philadelphia. Standard Mushroom Co.'s factory is in Pomeroy, Pa., and the Continental Packing Co. plant is in Macon, Ga. As the company names imply, the business is that of producing such food specialties as pretzels, ice cream cones, pimientos and mushrooms. The first two products mentioned are packed in cans and cartons and the last two in tins and glass. A comparatively small amount of trade is done

with concerns in the West Indies, Cuba, South America, Netherlands and Great Britain.

The companies are patronizing fewer public warehouses today than fifteen years ago. This downward trend, however, connotes no dissatisfaction with the

service given by the warehouses, but has been caused by the increasing State and local taxes on foreign corporations and inventory stocks. Handling spot stocks in public warehouses has, in short, been the practice of the business for the past twenty-

WAREHOUSE STOCK 1936

Warehouse					Broker		
Cases	Size	Grade	Per Case	Amount			
	24-2	Seville					
	48-2	"					
	24-4	"					
	48-4	"					
	96-4	"					
	96-4 1/2	"					
	24-7	"					
	48-7	"					
	96-7	"					
	96-7 1/2	"					
	24-15	"					
7	48-15	"	45	31 50			
	24-28	"					
	24-4	Pantry					
	48-4	"					
	96-4	"					
	96-4 1/2	"					
	24-15	"					
15	48-15	"	45	63 00			
	24-28	"					
	48-15	DuSoy					
	24-28	"					
	9-10	"					
							74 50

This form, a yellow sheet, is sent to the company on last day of each month by each public warehouse with which company does business. Form merely represents stock on hand in warehouse on that date. This sheet is the only one originating with and used by the company in its warehouse transactions; for all other warehouse business the company uses forms supplied by the warehouses.

ECONOMY 40 CITIES

**Warehouse Companies
Now Handling Accounts
of American Pretzel Co.,
Standard Mushroom Co.
and Continental Pack-
ing Co.**



L. J. SCHUMAKER

Albany, N. Y.—Albany Terminal & Security Warehouse Co., Inc.
Boston—J. L. Kelso Company.
Buffalo—H. H. Simpson.
Charlotte, N. C.—A. J. Campbell Co.
Cleveland — Lederer Terminal Warehouse Co.
Columbus—Neilston Warehouse Co.
Dallas—Koon-McNatt Storage & Transfer Co.
Dayton—Union Storage Company.
Denver — Kennicott Warehouses, Inc.
Des Moines—Merchants Transfer & Storage Co.
Detroit—Edgar's Sugar House, Inc.
Detroit—United States Warehouse Company.
Evansville, Ind.—Evansville Warehouse Co.
Greenville, S. C.—F. H. Edwards Co.
Houston—Quick Service Warehouse.
Jacksonville — Service Warehouse Company, Inc.
Kansas City, Mo.—Crooks Terminal Warehouses, Inc.
Little Rock—Terminal Warehouse Co.
Louisville — Lamppin Warehouse Co., Inc.
Memphis—Shelby Warehouse.
Milwaukee — Lincoln Fireproof Warehouse Co.
Minneapolis—Kedney Warehouse Co.
Nashville—Henry S. Sawrie Co.
New Orleans—Commercial Terminal Warehouse Co., Inc.
New York City—Baker & Williams.
Oklahoma City—Public Warehouse Company.
Omaha—Bushman Warehouse & Storage Co.
Philadelphia—Terminal Warehouse Company.

"It seems a pity that an institution so necessary and so useful as the public warehouse should be subjected to taxes that hamper its operations and restrict its growth. . . . Cities and States should encourage the warehouses and lighten their burden of taxation."—L. J. Schumaker, president of American Cone & Pretzel Co. and associated interests.

five years, or ever since it was started.

Indicative of how the companies regard the valuable services of the public warehouses and the growing burden of property taxes on stocks stored therein, is what L. J. Schumaker, president and chairman of the boards of the three associated concerns, recently said in this connection.

"The public warehouse," said Mr. Schumaker, "is the great

*A National Network for
Distributors of Pretzels,
Ice Cream Cones, Pi-
mientos and Mushrooms*

stabilizer of values for any kind of merchandise, perishable or otherwise. We could not get along without it. It is the guarantee to the citizens that there is a supply of goods on hand in times when transportation is interrupted for any cause, in any crisis. No wholesaler is big enough not to require the use of the public warehouse.

"No building in a community performs as good a service for the residents as does the public warehouse. It is to the community what the pantry and the ice box are in the home; but it is much more than that. The pantry and the ice box take care of our food supplies only. The warehouse takes care of every material want—food, clothing, furniture, everything that caters to your necessities or luxuries, and mine. It seems a pity that an institution so necessary and so useful should be subjected to taxes that hamper its operations and restrict its growth.

"Our business would use a great many more public warehouses were it not for the taxes imposed in many territories. As is common knowledge, every city has its own system of taxing

Pittsburgh—Duquesne Warehouse Company.
Rochester, N. Y.—B. R. & P. Warehouse, Inc.
St. Louis — Grocers Warehouse Company.
St. Paul—Kedney Warehouse Co.
San Antonio—Scobey Fireproof Storage Co.
San Francisco — Turner-Whittell Warehouse.
Seattle—United Warehouse Co.

Spartanburg, S. C.—F. H. Edwards Co.
Tampa—Warehouse, Inc.
Tulsa — Joe Hodges Fireproof Warehouses.
Tyler, Tex.—Tyler Warehouse & Storage Co.
Utica—Murray Warehouse Co., Inc.
Washington, D. C.—Terminal Refrigerating & Warehousing Corporation.

personal property and in many States there are State taxes, also. In every State, a foreign corporation is required to make out annual reports and pay taxes on the proportion of its capital represented by business done in that State, if the concern desires to carry on its business there. Local taxes on personal property and State taxes on the right to do business prevent many a manufacturer or producer from carrying warehouse stocks for the convenience of his customers and for the betterment of his distribution. This matter of taxation is becoming more and more serious as an added burden to business. Cities and States should encourage the warehouses and lighten their burdens of taxation."

Any relinquishment of public warehouse space for spotting stocks by this combination of food specialty manufacturers, it may be certain, then, has not been due to any fault of the warehousing companies.

It is the personal view of Mr. Schumaker that the ideal warehouse is one which is organized and equipped to be, in effect, a branch office and warehouse at the same time. Comprehensive, perhaps, yet not too exacting for the "ideal" place of storage and service.

While the business under discussion, because, as already stated, it ships out of various cities, has no individual traffic manager, one of the busy executives—R. C. Turner, who devotes considerable of his time to the plants in Pomeroy and Macon, directs a large proportion of the traffic arrangements. In this activity he shares with C. F. Betz, who gives a great part of his attention to the plants in St. Louis and Cincinnati; and with Mr. Schumaker, who makes his headquarters in Philadelphia.

The companies require, of the warehouses they patronize, monthly reports made out on forms supplied by the latter.

The only form originating with and used by the companies is a yellow printed sheet, 10½ by 8½ in. This is sent to the companies on the last day of each month by each warehouse with which they do business.

The form merely represents the stock on hand in the warehouse on that date. The general headings of the company form are: "Warehouse Stock" (with date to be filled in); "Warehouse" (location); and "Broker" (by name).

The column headings, reading from left to right, and which are self-explanatory, are as follows: "Cases"; "Size" (indicating in print the number of cartons, cans, or glass containers to the case); "Grade" (by brand name); "Per Case" (price); and "Amount."

For all other transactions, the business uses forms supplied by the individual warehouses, as already explained.

The companies release goods only on instructions from the general offices, or their authorized representatives. An accredited broker, for example, is authorized to enter his instructions for release from the warehouse of goods desired by his customer.

The associated concerns furnish the insurance company with which they are insured, with a complete monthly inventory of all products they have, whether in transit or in their own plant, and the insurance premium is based on this report.

It has not been found expedient by the three companies to enter into any particular understanding, either written or oral, between them and the public warehouses as to "Over," "Short," or "Damage" claims. No serious trouble on this score ever has arisen and any minor difference always has been amicably adjusted. No credit or "preferred customer" list of their wholesalers is maintained.

The combination of food specialty manufacturers constituting the business has thirty-nine salesmen. All territories are covered by them, but they have no relation to or dealings with any of the warehouses. They are either specialty men who "make" the territory for

local wholesalers, or they take orders from the wholesale trade, which orders are sent direct to the home office.

"Just what is a salesman?" is a question which now and then arises in many a concern where there is room for any doubt as to a salesman's status, or what actually constitutes a salesman. This is especially the case when employees who might be variously classified have selling as a part of their duties. For example, is a man who drives a leased truck for a company, collects and delivers, as in some lines of business, actually a salesman if he engages in some solicitation for the house? This is a question which has not yet been fully answered to the satisfaction of all.

None of the warehousemen serves as sales agent for any of the associated companies. This would, however, be an ideal arrangement from their viewpoint.

Asked as to the experience of this threefold business with warehousemen living or not living up to the former NRA Code with respect to rates, hours and wages, and whether any of them had attempted to get business away from their competitors by quoting lower rates, Mr. Schumaker definitely outlined the combination's stand by saying:

"Irrespective of any NRA Code, we do not ask warehousemen, nor do we want to know, anything about their hours, wages and the like. We know about what we can afford to pay for storage and handling of our products and we make that the basis of our dealings with them. If we have to pay more than a certain amount for its services, we cannot do business with that warehouse."

There is no tie-up with the public warehouse and motor freight in this concern's transactions. Use of motor freight lines, independent of the use of public warehouses, comprises but a small proportion of its business. Originally, motor freight was used direct. And the concern has no preference for any particular less-carload-lots service from the warehouses. Both motor truck and rail service are needed and the concern tries to make use of the one which happens to excel for the particular purposes required.

The companies have a sizable number of items for the warehouses to handle. Their canned goods are sold under the brand names of "Seville" and "DeSoto" pimientos and "White Gold" mushrooms. Goods in glass containers are sold under the "Pantry" brand. The pretzels and ice cream cones are sold under the name "Rold Gold." Their cartons for goods in tin and glass are standard fiber and corrugated material. The pretzel containers also are made of these last-mentioned materials.

Weights of cartons (five-cent packages) are as follows:

5c pkgs. of Pretzels, 6 doz. to case, 17½ lbs. gross.
5c pkgs. of Butter Sticks, 9 doz. to case, 23 lbs. gross.
5c pkgs. of Buds, 9 doz. to case, 23½ lbs. gross.
5c pkgs. of Tiny Tins, 9 doz. to case, 19 lbs. gross.

Fancy and Standard Pimientos
(Factory of Continental Packing Co.)

24 2-oz. glass, fancy, to case, 8½ lbs.
48 2-oz. glass, fancy, to case, 17 lbs.
24 4-oz. tins, fancy, to case, 10 lbs.
48 4-oz. tins, fancy, to case, 19½ lbs.
*96 4-oz. tins, fancy, to case, 41 lbs.

* (Master cases contain 8 cartons of 1 dozen each.)

96 4-oz. tins, fancy, to case, 38 lbs.
24 7-oz. tins, fancy, to case, 15 lbs.
48 7-oz. tins, fancy, to case, 29 lbs.
96 7-oz. tins, fancy, to case, 62 lbs.
96 7-oz. tins, fancy, to case, 60 lbs.
24 15-oz. tins, fancy, to case, 29 lbs.
48 15-oz. tins, fancy, to case, 56½ lbs.
24 28-oz. tins, fancy, to case, 51 lbs.
24 15-oz. Pantry (Standard) Whole Pods, 29 lbs.
48 15-oz. Pantry (Standard) Whole Pods, 56½ lbs.
24 28-oz. tins Pantry (Standard) Whole Pods, 51 lbs.
24 28-oz. tins DeSoto (broken pieces), 51 lbs.
No. 6 10-oz. tins DeSoto (broken pieces), 43½ lbs.
(Concluded on page 31)

WE'VE HEARD THAT—

By F. EUGENE SPOONER

Do Burglar Alarms Work? o o o

ASK the warehouseman who owns one. Not that we doubt their efficiency but we are told of a warehouseman in the Mid-West who did. Possibly it was the monthly bill for the service that bothered him, but anyway, he made up his mind to check its efficiency.

So one night he decided to enter the warehouse through an unfrequented back door, feeling sure he was going to put one over on the alarm manufacturer.

He reckoned wrong. To his amazement, by the time he reached his office upstairs, things had happened inside and outside the building. Voices from within headed his way, and sirens bellowing from all directions out on the streets below were testimony of what a little prankish opening of a door was bringing down on his head. Even the fire department was represented in the coterie of those in search of a trespasser.

To the chief of police who sternly questioned whether he had come through that door downstairs, there was an humble admission; similarly to other questions. But to his credit the real facts were not revealed.

One thing stands out in his mind—the parting remark of the fire chief:

"If you want gadgets to play with why don't you go down to the 5-and-10 store where they sell them?"

Twin Cities Rate Cut o o o

An all-commodity freight rate of 35 cents a 100 lbs. of freight moving between Chicago and the Twin Cities has been ordered by the Interstate Commerce Commission. The new rate is 20 cents lower than the old and places the group of northwestern railroads petitioning for it on an equal basis with the Chicago Great Western Railroad, which recently commenced a flat car-trailer service between the two points.

The new tariff, effective on Sept. 1, is relatively higher than rates of motor carriers operating between the points. It is a carload rate and no pick-up and delivery service is rendered. Railroads contend that while there is a spread of 11 cents between the truck rate and the 35-cent rail rate, the latter is consider-

ably higher inasmuch as the collection and delivery service is not obtained for anything less than 11 cents.

Tomato Juice in Glass o o o

The volume of tomato juice packed in glass has constantly increased during the past several years and there is every reason to believe the sales volume will increase in the future.

Rail Loads Higher o o o

Average load per freight car for all commodities transported in carload lots by American railroads during 1935 was 35.6 tons, the greatest on record for any year since 1920. The 1935 average was two-tenths of a ton above that for 1934 and an increase of one-tenth of a ton above that for 1933.

All classes of commodities showed heavier loading in 1935, compared with the preceding year, except that manufactured and miscellaneous freight showed a slight decrease.

"Greave Cakes" o o o

Imports from the Argentine are contemplated and it is purposed to establish a rate of 31 cents a 100 lb. from New Orleans to Chicago on 40,000-lb. carload minimums. "Greave cakes," an English term for inedible cracklings or tankage, is made up of scrap meats, bones and fats pressed into rings or discs after all the liquids have been extracted.

Swiss Cheese o o o

Reduced through rates on Swiss cheese have been effected over certain steamship lines from all origins in Switzerland to United States ports. These rates apply on both ordinary and refrigerated stowage.

Beer o o o

To compete with rail-water routing, an overland carrier has filed a proposal with the Transcontinental

Freight Bureau for lower rates on bottled beer from Chicago, St. Louis and Peoria to the Pacific Coast. At the present time the lowest applicable rate for all-rail handling of bottled beer from Chicago and Peoria, based on 50,000-lb. carload, is 90 cents; and from St. Louis is 86 cents.

Coffee Roaster o o o

A new electric roaster may revolutionize coffee-merchandising by providing the freshly roasted product at point of sale. At the time of its demonstration it was pointed out that a leading coffee company might secure a monopoly on the machine and then launch a tremendous advertising campaign to sell its product freshly roasted on day of purchase.

However, the manufacturers of this roaster are not committed to any one idea. They might market their own blend with the machine, arrange for its use on a cooperative basis, lease or sell it to grocers, restaurants, hotels, etc. It can be sold for about \$200.

The roaster is about the size of a large domestic electric refrigerator. In operation the green beans are packed in a specially designed can which is inverted and inserted in a drawer-like container at top of machine. As the container is closed, the top of the can is automatically sheared off and the coffee drops into the roaster. There is an automatic control for the degree of roasting desired, the time required ranging from 10 to 20 minutes.

The container holds 11½ lb., and this quantity makes 10 lb. of roasted coffee.

Cotton Sugar-Bag o o o

A cotton bag much stronger than the usual jute bags has been developed for packaging raw sugar. It was devised by officials of the Department of Agriculture in cooperation with North Carolina State College. It is estimated its use for all types of raw sugar would require 50,000 bales of cotton annually.

Canned Goods o o o

A leading food broker declares that the scramble for canned goods has been the most active in 30 years, with the exception of the war period.

Is Our Face Red! o o o

We have been receiving considerable back-slapping lately and our emotions are running at a terrific r.p.m. All the manifestations of what the editors like in the way of reader appreciation are present—namely, lots of new subscribers; Government and newspaper quoting of articles; desire for reprints of articles; telephone calls commending us on make-up; calls for back issues containing facts which some of the new readers want to brush up on; and, best of all, inquiries denoting the need of information calling for research on our part.

We strive to serve; yet, in a way, we must do so blindly, not knowing whether we succeed until those we serve tell us we do. So keep this in mind and obey that impulse.

Grapefruit o o o

The Florida Fruit Cannery, Inc., Frostproof, Fla., has sent out notices that it is a certainty that this year's pack will be approximately 1,000,000 cases Grapefruit Sections and 500,000 cases Grapefruit Juice less than last year.

It has also asked brokers to withdraw all quotations on all sizes Orange Juice due to the fact that it is sold out on this item.

Distribution Science o o o

The Sales Managers' Association of Philadelphia has

announced an annual award for plans and achievement furthering more efficient and scientific distribution of goods. It will be known as the Howard G. Ford award.

The competition will be a cooperative activity of the association and the merchandising department of the Wharton School of University of Pennsylvania.

All plans submitted in the competition must be from companies whose headquarters are in the Philadelphia area and must be accompanied by a statement of the results obtained.

The competition closes next Feb. 1, the award to be made in April.

Fruit Juice Coloring o o o

Use of artificial coloring in orange juice and other fruit juice concoctions has been banned in Tennessee, based on the State Food and Drug Act which has the same provisions as the Federal Act, recently interpreted to mean that such artificially-colored drinks are adulterated.

Distributors' Training o o o

One in every six persons between the ages of 18 and 25 gainfully employed in large cities is engaged in selling or in some other branch of the field of distribution. In the country as a whole, one person in every ten is so employed. It is stated that insufficient training is being provided for those planning to enter the distribution field.

Friendly Truckers o o o

The Motor Carrier Act has accomplished an outstanding objective, according to leaders of the industry. It has brought a number of truck operators of prominence together on a common ground and with a common interest. Many of these operators who were formerly at loggerheads are now members of the same bureau.

Barge Line-Rail Rates o o o

Effective Sept. 4 the Federal Barge Lines made barge-rail rates on export and import traffic conform to the adjustments in all-rail rates made effective last April. It is stated the rail carriers are now engaged in arranging for similar barge-rail rate adjustments in connection with the Mississippi Valley Barge Line.

Export Guide Book o o o

An export form guide book which instantaneously gives complete information on all documentary requirements in connection with shipments to any part of the world is now being published by Unz & Company, New York City.

Chase Retires o o o

After 37 years with Swift & Company handling its foreign traffic, George D. Chase, retired on Sept. 30. He is succeeded by L. E. Amundsen, who has been his assistant and has been with the company for 17 years.

Lukey Advances o o o

A. C. Lukey has been appointed assistant traffic manager of the A. E. Staley Manufacturing Co., starch manufacturer, Decatur, Ill., to succeed A. S. Crabb, resigned. V. R. March succeeds Mr. Lukey in charge of milling in transit, and W. L. Winnings has been made export manager.

Soap o o o

One manufacturer turning out soap in boxes, barrels and bags, with distribution in the Midwest, has increased spot stocks from 25 to 27 points during the past year.

FRUIT AND VEGETABLE AUCTIONS

IT is unfortunate that to people generally the word "auction" suggests sale of distress goods or a sheriff's effort to dispose of what otherwise would be thrown away. For, with fruit and vegetables and much produce, the auction is the most modern channel of distribution. In all the larger cities the day's food supply flows through these auctions, while the prices established by each morning's trading is the barometer for the entire trade.

The auction had faint beginnings years ago, at port cities, for sale of incoming cargo lots of figs and lemons, raisins and Malaga grapes. Today they have become the market place for fruits and vegetables generally, with literally hundreds of grades and classifications.

The auction has grown in the larger cities because the time is past when a grower is close to his market. With refrigeration and fast transportation, "fresh" produce moves 3,000 miles by rail, sometimes half that distance by truck, and several times as far by steamship, to our dinner tables. Most produce is grown in highly specialized regions, where natural conditions are favorable, with the intention of shipping it for long distances to the best markets. The quotations of this morning's auction control far more than the single matter of local prices. For a grower thousands of miles away they determine whether he shall harvest his crop today or delay to tomorrow; after harvesting, the destination of shipment is regulated by the prices in various cities and the telegraphic reports of cars rolling toward that market. The auction price protects the grower from shipping into a market already glutted with produce. Equally, for benefit of the city, it urges a shipment where high prices indicate a shortage. Thus famine or scarcity prices are avoided.

The New York auctions are the most important. Approximately half the country's entire volume is sold through the auctions in that city. There, too, variety is great-

How They Serve to Prevent Market Gluts and to Avoid Famine Prices

By H. A. HARING

est. My list contains 68 produce crops which are sold in New York in carload lots and reported in the sales.

In volume of produce handled per year, Philadelphia holds second place but with about one-fourth the total of the New York auctions. Boston and Chicago follow, with approximately half of Philadelphia's volume apiece. Chicago actually handles a greater volume than Boston, it being the great "crossroads" of traffic where oranges from California and Florida meet and the great fruit crops of the Northwest meet those of more local origin. Each city, in the end, is the auction place for only so much produce as will be consumed within its trade zone, because the auction actually handles only those fruits and vegetables unloaded for sale in small lots to local buyers. A carload, diverted en route, or a carload originally consigned to another city and not diverted, never swells the total of an auction of the type we are considering.

The auctions of ten cities have grouped themselves into the American Fruit and Produce Auction Association, formed because of general lack of information about the "auctions."

The chief reasons for the auction have been summarized by this association as follows:

"1. Regularity and size of auction sales insure trade of a wide selection of supplies. Buyers as well as sellers save time by meeting on the auction rather than shopping around.

"2. Auctions make possible orderly selling of *greater quantities* of perishables in large centers because of rapidity of selling and delivering.

"3. Supply and demand determine prices at which goods will *move* into consumption making room for new arrivals and keeping markets healthy.

"4. Buyers have confidence in product they are buying because they can make personal inspection of the goods.

"5. Bidding in auction room reflects supply and demand. Buyers have confidence in market thus created, and therefore are willing to bid to the limit.

"6. Tendency of auction bidding is *upward*, owing to competition among buyers for supplies as well as efforts to protect price of purchases already made.

"7. Sales are open to all classes of buyers, large or small, who bid and buy on the same basis. This encourages and broadens distribution in the market.

"8. Out-of-town dealers within a radius of 100 miles or more often buy at auction to get the quantities and sizes they require.

"9. Auction companies further stimulate sale and distribution by granting liberal credit to their buyers—all credit risks and losses are borne by the auction companies.

"10. Auctions guarantee cash for all sales; payment made within 24 to 48 hours after sale.

"11. Owing to large proportion of commodities sold at auctions, the auction prices are barometers of market prices—further facilitated by the fact that sales and prices are public.

"12. Publication and knowledge of auction prices prevent dealers from charging excessive profits, and thus protect retailer and consumer.

"13. Auction sales representatives have privilege of withdrawing goods from sale if they think better

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Unlike other industries, warehousing does not find in New York its pattern either for operation or solicitation. "A 'National' Competitive Situation Exists Between a Public Warehouse in New York and Those of All Other Cities"

By H. A. HARING

WAREHOUSING IN NEW YORK IS "DIFFERENT"

FOLLOWING the War of the Revolution New York City enjoyed a fast revival in population. During that period its people had dwindled to a bare 10,000 from a previous double of that number, but by the time of the first Federal Census in 1790 New York's natural advantages of location had won first place with a population of some 33,000. It had passed both Boston and Philadelphia in those days when water transportation was the only known routing for freight.

The famous covered wagon did not dislodge New York from first position, nor the digging of canals, nor the steam engine and railroads, nor the motor truck, nor the airplane. New York throughout all the changes of 150 years has maintained her position as the business center of America.

New York needs no rooters' club to shout and no advertisement to prove supremacy. Its fame grows, even, when others denounce its evils. "Wicked," cold-blooded, extravagant, heartless and all the rest of accusations fall flat. What the mysterious "they" are wearing, doing, seeing, hearing, reading; how business there operates: these are a sort of town pump to which the nation comes. The New York label means "the best and the latest." It may be clothes or theaters, finance or ideas: New York City goes right on. It needs only add the initials "N.Y." to its products and they are sure of acceptance. "N.Y." spells "they." Everyone turns to New York for fresh ideas. No argument is stronger, west of the Hudson, than to declare that "in New York they're doing it."

Warehousemen, too, travel to New York in search of the latest "tricks" of their trade. Seldom, however, is it possible to learn a great deal, although the trip becomes highly profitable in the matter of soliciting business among the corporations whose offices lie in the city. So far as warehouse operations are concerned, the industry is compelled to say of New York that it is "different."

One warehouseman—known as a leader—who operates in Dallas, once remarked to me:

"Those New York warehousemen talk a language I do not know. Think of it! Forty thousand tons of pulp, a cargo of coffee, half a million pounds of frozen cod fillets from Iceland. I'm lost. Out in Texas we seldom receive, these days, even an unbroken carload of goods. Everything's either pool or consolidated."

At the other extreme from these waterfront warehouses stand another group equally puzzling to the "country" warehousemen—those houses without rail connection, those which think in terms of "constructive railroad stations," and those whose very existence hangs on such complicated services as "lighterage" and "terminal allowances."

First of the surprises is that New York's greatest warehousing concerns are such only in name. They do many things other than store and handle. Indeed, of their total income, by far the greater portion comes from non-warehousing activities in the sense that others look upon "warehousing."

A single warehouse organization in New York may possess

such items as: 35 miles of railroad track on the property; 34 steamship piers, 200 acres of land covered with buildings, two miles of waterfront and docks; 80 or even 95 warehouse buildings; 87 "manufacturing buildings" with 4,000,000 feet of floor space; and, in cold storage, a company may operate anywhere from one to eight million cubic feet of space. More than mere size is at stake: they are "different" because of their diverse business activities.

When a "warehouse" controls 4,000,000 to 6,000,000 feet of floor space "for manufacturing," its management is a landlord of no mean proportions and probably a manufacturer of light and power on a large scale. Warehouses everywhere, as well we know, are accustomed to lease space for storage or even for light manufacturing; but with these New York "warehouses" the sub-letting is far more than finding income for excess floors. Construction and leasing of manufacturing quarters are a principal phase of their business. Small wonder, then, that a visiting warehouseman who comes to New York to see "how they do it" goes home with a feeling they are so "different" as to have nothing in common with his problems.

The visiting warehouseman finds a "different" condition due to the vast volume of imported goods stored in New York warehouses, usually under bond, for as long a period as three years. Other cities store imports. Not one of them approaches New York, however, for the total vol-

ume in store nor for the variety of goods, just as no other port compares with New York for foreign trade. Several other ports boast large tonnages, of high values, but these are principally accounted for by one or two commodities (as petroleum, lumber, sugar, fish, tobacco, etc.) and do not represent the variety of goods entered at the Port of New York.

The solicitation of this business is peculiar. Control lies with (1) foreign owners, (2) banks which finance the movement, (3) steamship companies which bring in the goods, (4) railroads which will, in the future, move the goods inland, and (5) with Customs House and similar brokers.

New York warehouses maintain "foreign departments" for solicitation of business in other countries. Much of their volume comes through channels of solicitation of which the interior warehouse knows little. Therefore the New York warehouseman constantly thinks in terms of foreign trade. He is as familiar with rail rates and regulations for packing goods in Latvia and Sumatra as the ordinary warehouseman is of the Official Classification.

The New York manager interlards his talk with a jargon of terms and a mess of quotations wholly new to others. Each quotation, furthermore, is meaningless until one understands the whole dictionary of port lighterage and stevedore charges, absorption of costs by steamships and railroads, and a tariff of al-

lowances and drawbacks. A rate for storage, in cents per ton, sounds like a definite sum to be paid; only experience, and much knowledge of New York customs, will tell how much more or less than that sum it will be when finally adjusted for "charges" and "allowances."

As with all imported transactions, volume runs into large quantities. In New York a lot of goods is mentioned as so many "tons" (and a ton is the long ton of 2,240 pounds), not as so many packages or carloads. One who reads the famous *Ex Parte* 104 decisions is impressed with the glibness with which mention is made of such a thing as "152,746 tons of crude rubber stored during 1933" or "33,570 tons of wood pulp" or a "thousand tons of cocoa beans" or "5,000 tons of west-bound freight received ex-ship."

Competition is keen. One form which it assumes—strange to a warehouseman from the interior—is that a warehouse will offer to pay the import duty in order to obtain the storage. In that case the imported goods will be stored in "free" warehouses rather than "in bonded stores" and the warehouse will carry "as an advance" the sum paid for duty. Often this "advance" is carried until the goods are withdrawn from store—not being billed at once as would be the case for freight charges. Only by thus equalizing the cost to the owner of goods can a "free" warehouse compete with "U. S. Bonded" houses for imports.

In ordinary warehousing more or less secrecy is possible as



to a lot of goods about to require storing. No one but the shipper and the warehouse asked to quote will know that the goods are rolling toward a city. With imports, the opposite holds true. As a ship leaves the foreign port the news services cable to New York complete details of its lading—quantities, name of shipper, name of consignee in New York, often with indication of the bank and broker through whom it will be handled.

Thus all warehouses in New York have advance information of what will arrive a week hence, or three, together with enough data for solicitation of the business. It is for this reason, largely but not altogether, that solicitation for a New York warehouse is so "different": it is not based on good fellowship and continued business relations so much as on a bitter fight, with sharp pencils, for a specific lot of goods to arrive on a given day. "Regular connections" do, of course, exist in New York as elsewhere. Undoubtedly the greater share of all imports follow well-worn ruts into certain warehouses; and yet, for a week before each cargo ties up at the dock in Greater New York, there springs up a free-for-all contest among the port warehouses. Nothing to compare with this competition exists elsewhere, except to a limited extent in other port cities.

Railroad Control

Second only to importance of imports is control of storing volume by rail carriers.

Warehousing knows the story. The Interstate Commerce Commission, in Ex Parte 104, has for three years been attempting to ascertain facts and determine the right and wrong of this control. In the Port of New York, far more than elsewhere, competition for freight traffic has led each of the railroads to embark into warehousing; and then, by their combined interest in rail haul and in storing, they have in effect named rates which "absorb" storage and handling. Rates have suffered, both for railroad-controlled warehouses and for their "independent" competitors in the industry. Published tariffs have become meaningless. Such a thing as "standard" rates—for the commodities affected, of course—are forgotten.

"No big storer," said a Minneapolis flour maker at a luncheon in July, "would think of paying the standard rates in New York. If he did, some railroad freight manager would disillusion him. There are too many tricks for jockeying the storage-in-transit privilege and the export tariffs."

No one can deny the truth of this statement. Ample proof was supplied at the prolonged hearings of Ex Parte 104. A half-hour with a big shipper or a warehouse executive will supply more. The oddity is that so many storers choose, and continue to pay, "going" rates which approximate standard rates. Possibly the real reason is this:

"Those low rates are barbed. The hook is that pretty soon the railroad will dictate routing for all our freight. It's a lot like graft or blackmail. If you begin to pay, you're sunk."

This means, as would be natural, that a noose is slipped over the neck of a shipper not only for the tonnage warehoused under a favored rate but also for his other shipments. This, openly admitted at that, is the sole purpose of railroad control of warehouses.

It is a condition found in nearly every city but nowhere else so serious in warehouse competition as at New York. More railroads have terminals there; more warehouse capacity has been constructed than elsewhere; more tonnages of export and import converge than elsewhere; and, within the local zone, are found one-tenth of our people and one-third of our manufacturing concerns.

New York is the point of highest concentration of goods in store, in transit, and in consumption. Quite naturally, then, competition there is most fierce and the evils most glaring. This competition is colloquially spoken of as "railroad competition in warehousing."

To the warehouseman who looks to New York for guidance it is a situation "different" from what he has at home—and one he gladly leaves on the doorstep of his New York fellows.

National Competition

A New York warehouse, dry merchandise, quite as well as cold storage, is in daily competition with many interior cities. Others in the industry may, in a vague manner, know of this competition; but it is only when they visit New York that they appreciate the depth of this rivalry.

To only a limited extent does one interior city compete with another for storage. Cases are rare where the owner of goods is open to persuasion to shift a stock from one city to another. His goods are allocated to a center because that is the most economical spot for distribution and coverage of the market. Nothing a warehouseman can say will alter his policy. Within a given city, always, one warehouse competes with the others. Seldom does one city deflect a shipment from another or in any manner obtain storage which might have gone elsewhere.

In cold storage, city does compete with city. The great commodities of cold storage—eggs, poultry, apples, cheese—originate in the West and Mid-West. They may go into storage at a score of points between origin and final destination, under the transit plan of freight carriage, and thus cities quote against each other all the way from one coast to the other.

In the Port of New York, dry merchandise, also, may be stored on arrival or it may at once move inland to a warehouse in another city. Steamships bring to port a cargo of canned fruits or canned fish from the Pacific Coast or the Philippines, which travel water-and-rail rather than all-rail. Refined sugar from the "Islands" or from Cuba, and a thousand lesser commodities, offer the same opportunity. These goods become a target for active solicitation by the New York warehouses, with an offer of storage at low rates until required for consumption at some interior point—"low rates," as here used, does not necessarily mean sub-standard but that the net rate paid becomes "low" when modified by available allowances and privileges such as no port or city but New York can offer.

Railroad warehouses and the warehouses on tax-free Government property contend with independent warehouses for volume, all of them emphasizing that the in-transit rate will apply and urging the advantages of New York. That city, with rails spreading fan-shape into all the country, allows the owner complete coverage of the national market without back-haul. Moreover a New York warehouse is equipped to take into store the entire cargo as it arrives in port, check the manifest, and prepare claims while the goods remain conveniently spotted for examination. In case of damage or broken containers the New York market affords the best place to auction the goods.

Only in such a port as New York does one warehouse work against his fellows from other cities in this manner. Instead of helpful hints "of good accounts" and "fine concerns to do business with," there exists in New York a disposition to conceal "good news." The effort is to retain large tonnages to themselves and to discourage the shipper from any breaking of bulk for benefit of interior cities.

Another phase of warehousing helps this favorable position of the New York storer.

Much of the coffee and sugar, cocoa and cheese, crude rubber and cotton, butter and eggs, leather and pig copper, must be stored in a limited group of warehouses within the port area because these commodities are "licensed" for delivery on the commodity exchanges. All buying and selling of these items—as with wheat and grains at Chicago—demand that the seller shall have stored his goods with a "licensed" warehouseman, (Continued on page 95)

McKesson & Robbins, Bridgeport, Conn., has introduced an ointment containing 50% purified cod liver oil. It comes in 2-oz. collapsible tubes and is used for treatment of wounds.

E. W. Rose Co., Harrisburg, Ill., manufacturers of Zemo ointment, has just completed a new plant in Cleveland, Ohio.

Pall Mall cigarettes, manufactured by American Tobacco Co., will be advertised more extensively.

Beech-Nut Packing Co., Canajoharie, N. Y., will start marketing a new chewing gum, Oralgene, on Jan. 1.

Two Eastern retail chains, Mayflower Shops and Walgreen Company, have just invaded the Pacific Coast to round out their coast-to-coast coverage.

Mayflower Shops are a co-operative retail-trade promotion chain sponsored by the Doughnut Corp. of America, Campbell Soup Co., Maxwell House coffee, and a local baker at each point. Shops have been opened in Oakland and Los Angeles.

Walgreen's, drug chain, with more than 4,000 units, has signed a 15-year lease in Oakland at a gross rental of \$450,000.

Independent Grocers' Alliance, Oklahoma City, has introduced a new brand of tea called Ice Teaspoon Tea, put up by Food Products Company of America, Chicago. The product takes its name from a free silver-plated ice teaspoon included in each ½-pound package of tea. The tea is packaged so that the bowl of the spoon protrudes from the center of the package.

Vacuum Wine & Spirits Canning Corp., Elk Grove, Cal., is packing, under the brand name of Vin-Tin-Age, muscatel, sherry, port and angelica wines in 12-ounce vacuum sealed non-refillable, and tamper-proof tin cans. The plant capacity is 5000 cases of wine a day. The product is to be sold nationally and will be featured as grocery items.

Bear Creek Winery, Lodi, Cal., is producing five varieties of canned sweet wine. Two cars of 3000 cases each were sent recently to New Orleans.

Orange Rice Milling Co., Orange, Tex., has been organized to prepare and sell rice. Capital, \$80,000. The plant is under way.

Burky Biscuit Corp., Chicago, has introduced VB crackers, which are made with whole wheat kernels so as to retain the valuable wheat germs. Each pound is said to contain more vitamin B than 25 cakes of ordinary yeast. In addition there are present considerable quantities of vitamin G as well as calcium and phosphorous bulk.

California Canning Peach Growers' Association, in an effort to promote sale of the new crop of canned peaches later in the season, has approved a tentative program for an advertising campaign. Growers and cannery will be asked to contribute 50 cents per ton of peaches to finance the campaign. The association has gone on record favoring a price of \$30 a ton for this year's crop.

Osmic Chemical Co., Brockton, Mass., manufacturer of Shu-Shine polish, has placed advertising in the hands of an agency.

Continental Briar Pipe Co., Brooklyn, will start a national advertising campaign this fall on its Honey Dew pipe line.

Ross Company, New York, maker of Wink-Eye cosmetics, has appointed an advertising agency.

Joseph Burnett Co., Boston, is conducting a national advertising campaign on its Liquid Mix ice cream.

Valley Distilleries, a new firm in St. Louis, is scheduled to offer wines manufactured from grapefruit juice. The firm expects to make 273,000 gallons of wine from 3412 tons of grapefruit, and also will make brandy and other liquors.

Ward Dry Milk Co., St. Paul, is introducing a ready-mixed buttermilk-fed rye flour intended to assure uniform acidity and a finer texture for rye bread. The flour contains a fixed percentage of buttermilk in powdered form.

Cudahy Packing Co., Chicago, has introduced Tally-ho dog food.

Frigidaire Corp., Dayton, Ohio, will distribute more than 1,500,000 cold gauges calibrated to register the safe and danger zones for proper food preservation. These will be placed in homes to determine which refrigerators surveyed are danger points so far as the bacteriological contamination of foodstuffs and perishable beverages is concerned.

Dayton Laboratories, Inc., 1442 Springfield Street, Dayton, Ohio, is introducing a product for removing adhesive tape. It is non-irritant and non-inflammable. Another new product is for cleansing microscope slides, cover glasses, etc.

Laco Products, Inc., has been formed to succeed the business and organization of Lockwood Brackett Co., Boston, to market the Laco products of castile soap, olive oil, baby powder and shampoo, all of which have been before the public for more than 50 yrs. T. R. Lockwood, one of the founders of the old concern, continues as vice-president.

Carrot juice is now being packed in cans. It is put up by Blake & Co., Layton, Utah.

Houston Milling Co., Houston, has been formed to operate the mill and properties of American Maid Flour Mills, acquired recently by Continental Grain Co., acting solely for the new corporation but otherwise not connected with it.

Hydrol Soap Products Co., 921 Winder Street, Detroit, will manufacture Hydrol line of blueing, liquid cleanser, abrasive soap, soap powder and laundry soap.

Cottondale Peanut Co., Cottondale, Fla., will manufacture peanut products.

Vel-Vet-Teen Co., 51 Bancroft Street, Springfield, Mass., will manufacture soap.

Continental Can Co. (of Pennsylvania), a subsidiary of Continental Can Co., Inc., New York City, has acquired the assets and can-manufacturing business of Wilkes-Barre Can Co., Wilkes-Barre.

Figs will be processed at the plant which, formerly operated at Alvin, Tex., by Texas Preserving Co., has been renovated and reopened by Levertown Co., Houston. After the close of the fig season, marachino cherries will be processed, the plant being kept open the year round. M. F. Drake and F. D. LaGow are in charge.

TWO BITS

Vol. XI. No. 7

A Bit Here, A Bit There

Gotham, October, 1936

JIM RONIN, the Albany, N. Y., storer & sportsman, has sent Ye Ed. a *postkarte* with a view of the *Olympische Spiele* stadium in Berlin & franked with a German stamp, Jim having heard we have a stamp collection.

As a philatelist (stamp collector to you) we are in elegant company, on a/c that the hobby's followers include, if you must know, Floyd Bateman, the Chicago forward; Charley Pimper, the Washington, D. C., storer; W. Parker Lyon, Jr., the Pasadena storer; Urb Leckinger, the Rochester, N. Y., storer; Joe Pettit, the Fort Wayne storer; & one of the Connell boys, the Englewood, N. J., storers.

Mrs. Kurt Meisenbach & ½, the Dallas storer, & Mrs. Forrest Cannon & ½, the Houston storer, was callers on Ye Ed. in Gotham of late & we got a free auto ride & 2 average cigars.

Bill Leet, the AD Inc. prexy, of Gotham, was to Chicago of late on business but we do not know on what business.

On a/c that Ye Ed. is fully cognizant of the practically breathless anxiety prevailing in the minds of our cultured readers in re our search for the missing lady moth-sleuths, Biselliella, Pellionella & Tapetzella—

& also on a/c that Biselliella has answered the advt which (like we told you about last mo.) we inserted in a detective-story magazine in the hope of locating those 3 tough dames so we could put them to work ferreting out juicy scandal items for you again—

& also on a/c that Biselliella's response gives us a pain in the neck—

On a/c of all the foregoing we reproduce Biselliella's reply (sent postage due like we had predicted) to our advt.

We may say that Leila's translations of her Latin phrases are her own & that Ye Ed. will not consent to be made a defendant in any suit which Signor Mussolini may bring on a/c he may feel outraged when he reads Liela's liberal interpretations of Roman. S. Mussolini can protest, for all we care, to the U. S. Dept of Agriculture, which

is supposed to be in charge of moth-control in this country. If the U. S. Dept of Agriculture cannot control moths, which is what it has been trying to for yrs, certainly Ye Ed. cannot be expected to. The U. S. Dept of Agriculture can probably get money from Frank Roosevelt to finance controlling Biselliella & other moths; whereas if Ye Ed. asked Frank for some, Frank would want to know who we was going to vote for who on Election Day & if we told him the truth you can be practically sure that Frank would not give us the money. Election Day is on Nov. 3d this yr & we will now quote you Liela's letter:

Ye Ed., *Two Bits*, Gotham:
Was I glad to stumble over your advt in that magazine! I was deeply immersed in a thrilling detective yarn about Sure-Shot Pete, a gallant G-man, foiling the counterfeiter gang, & Pete had lost his machine-gun & was bluffing the gang with only a mere tin pistol, & just as he was about to tinfoil the gang with it I read "Continued on page 844" and when I turned to page 844, there was your advt right smack beside where Pete was about to foil the gang, & I got so excited on reading your advt that I chewed a piece out of Pete's neck in the accompanying illustration, & darn it, the gang foiled Pete instead. *Iambic irandum G-hominus pro fulgens est Biselliella*, which means "A G-man should protect his neck when Biselliella is near." That will probably be a lesson to Pete to wear an iron collar the next time he gets illustrated. But I digress.

I will return to your employ on the following conditions only:

1. That Pellionella & Tapetzella consent to also. I haven't seen wing or proboscis of those 2 old pals for mos. The last I heard of Nella she was in western Canada. She was planning to write a historical novel about buffalo moths & she figured that where there are buffalo, there must be buffalo moths, so she went to western Canada, although I had advised her to go to Buffalo, N. Y. As for Zella, I hear she married a butterfly with elegant-colored wings but no imagi-

nation; he wanted them to fly among the lush meadows for sustenance, but you know Zella!—she prefers greasy furs in h. h. g. storers' plants. They got into a battle & she knocked the spots off his wings, & he was so ashamed that he drank a bottle of techtoboracidithermos, which is all right for editors to drink but invariably extincts a butterfly, so Zella is now a widow-lady. Her being that should not ought to handicap her working for you, however; for, from what I hear, you have a special fondness for widow-ladies. *Agedium ad editorandae, delictum mentalis*, which means "The older an editor, the weaker his mind." That was true under NRA and is true today.

2. That my expense a/c's be added up by the Bureau of Internal Revenue at Washington instead of being passed on by you. The trouble with you is that while you can admire figures you can't add them. Every time I used to submit an expense a/c you always sent me a check for less than the amount set down therein but I never protested because I always set down twice the amount I had spent anyhow. But the B. of I. R. knows how to add. The B. of I. R. adds & add & adds. It spends its life adding. So do most of Frank Roosevelt's other Bureaus. If I can have my expense a/c's added up by the B. of I. R., I won't have to pad them first & that will give me a clear conscience so that I can faithfully perform your underhanded snooping for you. *Perfectum fillic snoopandum conquerandas*, which means "A perfect lady snoops to conquer."

3. That you quit publicly linking my activities with the word "blackmail." If your cultured readers choose to pay sums of money to keep out of print their scandalous doings which I in my adroit & talented way find out about them, that merely suggests caution & generosity on their part. They don't have to pay; they can be tightwads if they want to & let what I adroitly & talentedly find out be published so that their adoring loved ones can read *Two Bits* & (Concluded on page 35)

ADVANCES IN QUICK-FREEZING EQUIPMENT AND DISTRIBUTION METHODS

By **GARDNER POOLE**,

Director of Research, The Birds Eye Laboratories, Boston,

and **M. T. ZAROTSCHENZEFF**,

Technical Director, American "Z" Corp., New York City



GARDNER POOLE

The accompanying text, offering a wealth of timely information for food distributors and cold storage executives, comprises excerpts from a paper read at the Seventh International Congress of Refrigeration, at The Hague, Holland, in June, by Mr. Poole as the American representative to the Congress. These supplement excerpts which were published here last month.

Gardner Poole is one of the world's leading authorities on the subject of quick-freezing. He is president of the American Institute of Refrigeration, a past president of the Association of Refrigerated Warehouses and a past general president of the American Warehousemen's Association.

THE commercial application of the development of mobile freezing equipment has taken place within the past four years. The mobile nature of this equipment provides a flexibility which entirely eliminates the necessity for capital investment in fixed plant equipment on a permanent basis as well as facilities for relatively short seasonal operations. It is necessary simply to secure suitable space in a plant, such as a cannery or packing house (where water and electric power are available) for the temporary installation of this freezing machinery. When the pack is completed at a given point, this equipment can be transported by railroad car or motor truck to other points, thus following the crops and making possible the maximum use of the apparatus over the entire period of the year.

It is of interest to trace the itinerary of one of these frosters during the 1935-36 packing

season. Having been duly reconditioned at Bridgeton, N. J., May 1, 1935, found it freezing strawberries at Norfolk; June 5 it joined similar equipment at Bridgeton to freeze peas during the two or three weeks that this high-quality crop lasted; June 25 found it at Albion, N. Y., again freezing peas until the end of July. While similar frosters were being moved from Albion to Mount Morris, N. Y., for freezing corn-on-the-cob, this particular machine was returned to Bridgeton, where it froze lima beans from Aug. 1 to Oct. 10. A few days later it was freezing spinach from the fall crop at this same point, continuing on this product for three or four weeks. Dec. 15 found it freezing peas at Harlingen, Texas, 2,300 miles away. On Jan. 15, 1936, broccoli and spinach at Harlingen were ready to keep the froster operating well into February. After a complete overhauling it was shipped to Norfolk to await the

strawberry pack, beginning May 1.

Thus this particular machine had travelled more than 6,000 miles, had operated more than 200 days and had frozen more than 750,000 pounds of product. Moreover, this froster had performed five or six different tours of duty at locations where investment in permanent installation would not be justified.

Present-Day Systems

Both the "Z" Brine Spray and the Birds Eye Multi Plate Froster have been described numerous times in literature. Both have mobile features but, thus far, the "Z" process has been used mainly on a permanent basis at plants requiring almost continuous operation during the year; while the rapid expansion on the Birds Eye process in the field of frozen vegetable and fruit products has made necessary the greater use commercially of the mobile feature of this equipment.

Multi-Plate Froster

While in outward appearance the "Z" process equipment differs considerably from the Birds Eye system, they actually have inherent points of similarity.

In the Birds Eye equipment, refrigerant is brought in intimate contact with the product through the means of metal; while in the "Z" process, the refrigerating effect is conveyed through the means of finely atomized salt brine.

Since the presentation of several papers dealing with the "Z" process at the International Congress of Refrigeration at Buenos Aires, the freezing equipment has become standardized and is now available in three types:

1. Cabinet type.
2. Conveyor type.
3. Truck type.

Progress in Distribution

Chemical and physical problems arising during the transportation of these quick-frozen products are very similar to those encountered during storage. Extreme care is provided in connection with the preparation, handling and processing of these quick-frozen food products at points of production to assure of their being preserved at the very height of their goodness; therefore, it is essential that suitable storage facilities be provided in moving the products from points of production to consuming markets.

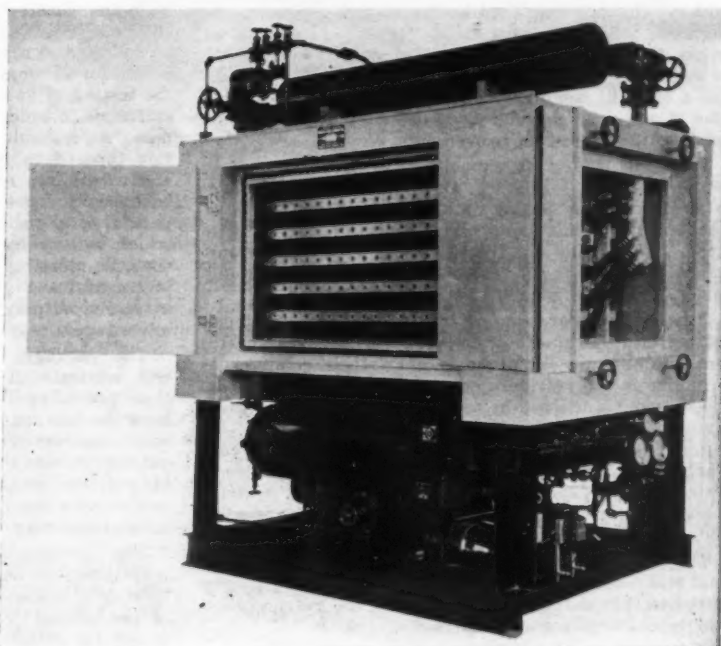
In the early days of this industry some difficulties were encountered because of too high temperatures during transportation and distribution. These problems have now been almost entirely overcome by the use of improved refrigerator cars for

transportation and by providing improved mechanically cooled storage cases, capable of maintaining the desired temperatures, in the merchandising of these products.

Low-Temperature Storage

Few, if any, of the larger well-located cities in the United

States lack low-temperature refrigeration facilities. Frozen meats, fish, poultry, eggs, dairy products and ice-cream are now held at low temperatures in the better storage warehouses of the country, thus providing for slower autolytic changes caused by enzymes and oxidation—a fact now quite generally recog-



Birds Eye Multi Plate Freezer



Birds Eye Non-Display Cabinet

nized in successful cold storage practice. Therefore, low-temperature storage is available at all distributing points for an ever-increasing volume of these quick-frozen products now being marketed.

Refrigerator Cars

Heavily insulated refrigerator cars have been built and are available for the transportation of quick-frozen food products.

These cars have provided highly satisfactory service for the movement of these quick-frozen products on both short and long runs, and temperature readings as recorded by self-recording instruments have provided curves indicating satisfactory temperature conditions even in the heat of summer and on transcontinental runs involving some 11 days in transit.

Progress has been made in the

development of mechanically refrigerated cars but largely for use in transporting perishable products under higher temperature ranges. These cars have been used to some extent in transporting quick-frozen fish under low temperatures but, due to their limitation as to capacity and service facilities, they have not been generally used in the movement of quick-frozen products on transcontinental runs.

Refrigerated Trucks

The past four years have seen an improvement in the design and availability of refrigeration equipment suitable for low-temperature frozen foods trucks. It might be said that, whereas in 1932 the building of trucks for -17.8 deg. C. to -12.2 deg. C. (0 deg. to 10 deg. F.) (other than conventional ice-cream bodies) had a more or less experimental aspect, at the present time it would be considered an ordinary application of refrigeration based on proven figures.

Trucks of 360 cu. ft. capacity have been operated at temperatures of -17.8 deg. C. to -6.7 deg. C. (0 deg. to 20 deg. F.) by means of dry ice, and by means of mechanical systems using plates containing an eutectic brine. The brine is frozen by a condensing unit mounted on the truck frame but operated during idle periods from the garage electric power line.

Other systems are coming into common use for truck refrigeration at the low temperatures required for ice cream, and time will probably show their relative desirability in the refrigerated transport of frozen foods. These systems include brine ice (eutectic ice and salt) giving a uniform temperature of -21 deg. C. (-5.8 deg. F.); power take-off generators which supply a constant potential to a special compressor motor after a certain engine speed is reached; absorption systems charged at the plant; gas-engine operated compressors; and others.

The transport of frozen foods between the warehouse and retail store is being simplified by giving proper attention to: carton insulation, dry ice refrigeration and mechanically cooled bodies.

The addition of insulation and resulting weight required for low-temperatures immediately makes for a slower type of truck. It is now being found economical to use a light-weight and speedy type of truck with merely an insulated blanket under the slats to cut down the effect of high outside temperatures, and to limit the load to amounts which can be delivered within the safe hold-over time of the insulated shipping cartons. When deliveries require more than the safe hold-over time of two to three hours, some refrigeration (provided either mechanically or through the use of dry ice) is necessary to prevent temperature rise.

While dry ice is much more costly per unit of refrigeration than mechanical systems, it may in some instances be much more economical to refrigerate the shipping cartons themselves with dry ice. This is very important in shipments by outside express trucks and in company-owned, non-refrigerated delivery trucks in which the goods must be kept out longer than the safe time allowance. The weight of insulation alone on a delivery truck carrying sufficient load to make refrigeration necessary on the last deliveries is about one-half the pay load. The service load caused by door openings on such a body held at low temperatures is high, being as much as to total leakage—and sometimes even more. For this reason it seems logical that the large low-temperature bodies will be most suited to long-distance, inter-warehouse transfers where the bodies will carry large loads and not be subjected to frequent door-openings.

Low-Temperature Cabinets

Since 1932 marked progress has been made in the design and construction of refrigerated dispensing cab-

inets for use in distributing these quick-frozen food products in the retail store. At that time, refrigerated display cabinets were used as it was believed that the actual display of these products was essential for successful merchandising. The display-type, with a relatively large glass area, necessitated a design which resulted not only in a higher construction cost but also in a very much higher operating cost due largely to difficulty in maintaining proper temperatures in this glass section and in providing an adequate seal to withstand pressures and prevent excessive frosting of the glass.

This difficulty was overcome by providing for the design and construction of a non-display cabinet of an efficient type in a low-price range and one which could be operated at a minimum cost basis. This development called for an engineering study which made necessary the testing of various types of construction and various materials in order to find those best suited for the purpose. As a result of this study an all-welded construction type of cabinet was adopted, using heavy gauge steel; with top of Polychrome (stainless steel backed with heavy sheet of ordinary steel) and side and end panels of porcelain finish, thus providing a cabinet which will insure efficient operation and, at the same time, be pleasing in appearance. The front of the cabinet contains a glass panel behind which are inserted attractive display cards, advertising the product to full advantage.

The packages of quick-frozen foods are stored in tall vertical lift drawers, constructed of aluminum, thus providing light weight, strong construction and high thermal conductivity. A handle at the top permits these drawers to be easily lifted so as to make any package within the entire cabinet easily accessible. The hinged lids, although of extremely light construction, are heavily insulated in order to insure low temperature at the very top of the storage space.

The compressor assembly is of special design, maintained at one end and within the cabinet and requiring a space of only 10 in. out of the total length of the cabinet itself. It is operated by a $\frac{1}{4}$ hp. motor, wired for either AC or DC current, as may be required, and operated at 110 volts.

The dimensions of the cabinet, which has a capacity of approximately 450 lb. of packaged product, are:

	Outside	Inside
Length	68' $\frac{1}{2}$ "	48' $\frac{1}{2}$ "
Height	33' $\frac{1}{4}$ "	27' $\frac{1}{4}$ "
Width	29' $\frac{1}{2}$ "	18' $\frac{1}{4}$ "

The cabinet is entirely portable and self-contained, is on casters and can be plugged into any standard receptacle.

Availability of Products

In 1932 the distribution of quick-frozen products, with the exception of fish, was largely limited to retail outlets. Within the past four years, however, market progress has been made in broadening the channels of distribution to include both retail and wholesale outlets. While at the present time retail distribution is limited to concentrated areas—largely in the eastern part of the United States—wholesale distribution has been established through representative jobbers in the most important trade centers throughout the country. Distribution through jobbers covers the sale of these quick-frozen products to hotels, restaurants, dining cars, clubs, public institutions and steamship lines where the products are used advantageously, resulting in increased demand.

Quick-frozen foods in packaged form, with all inedible portions removed, and ready for cooking or consumption, have been of particular advantage in serving this wholesale or institutional trade. The preparation
(Concluded on page 99)

FROM THE LEGAL VIEWPOINT

By LEO T. PARKER



Selling Goods for Charges

UNDER all circumstances warehousemen must advertise intended sale of stored merchandise, to recover the overdue charges, strictly in accordance with the State laws. Failure to do so results in the warehouseman being liable for conversion. This is true although the warehouseman may in fact advertise the intended sale under provisions of a particular statute when another statute is applicable.

In the recent case of *Roberts v. Callis*, 58 Pac. (2d) 1232, Oklahoma City, the records disclose that a warehouseman transported household goods in his truck and placed them in storage in his warehouse. Later, after the owner had failed to pay the overdue charges, the warehouseman advertised the goods for sale under a State statute applicable to carriers possessing shipped or transported goods for which consignor had failed to pay transportation charges.

The owner of the goods sued the warehouseman for conversion and contended the latter should have advertised under the State laws applicable to warehousemen. The warehouseman argued that as a portion of the charges were for transportation, the carrier's statute was equally as applicable as the warehousemen's law.

It is interesting to know that in this case the higher Court held the warehouseman liable for conversion, stating the law as follows:

"The defendant [warehouseman] here advises that he received the goods for storage and issued therefor his warehouse receipts. It is a general rule that a warehouseman engaged in the storage of goods . . . may not sell such goods under statutory provisions relating to carriers and that, if he does so, and does not comply with the regulations for sale by warehousemen . . . he is liable for conversion."

LEGAL EDITOR, *Distribution and Warehousing*: When advertising an intended sale of stored merchandise, to satisfy an overdue storage account, can the warehouseman use any paper published in the locality or is he confined to use of a paper in his own city or town?—*Ellis Warehouse Co.*

Answer: In the majority of localities the law specifically requires that advertisements announcing the intended sale of stored goods shall be published in publications having circulation in

Mr. Parker answers legal questions on warehousing, transfer and automotive affairs.

Send him your problems care of this magazine. There will be no charge for the service.

Publication of inquiries and Mr. Parker's replies gives worthwhile information to the industry generally.

the county in which the warehouse is located. Broadly this means that the advertisements should be inserted in the newspapers having large circulation, and it always is advisable to insert the advertisements in newspapers published in your city; that is, select newspapers of good circulation published in the city in which your warehouse is located. Never select a small publication which does not have a general circulation. Moreover, as publication of advertisements announcing intended sales are required for the purpose of informing owners whose addresses may have been changed, it is advisable to select newspapers having a daily circulation.

LEGAL EDITOR, *Distribution and Warehousing*: Several months ago a carting company,

which failed to deliver certain furniture, stored it with our company, and we sent to this company a list of the stored goods, with our regular agreements. We have not heard from this company. At present we desire to sell the goods for the charges due. Can we do so without making ourselves liable?—*Dunn Company.*

Answer: As to whether you may without liability sell the stored furniture to recover the charges due depends on the legal relationship of the carting company and the owner of the goods. In other words, if the carting company acted as agent for the owner of the goods, you may follow the laws of your State and sell the goods. However, if the owner did not authorize the carting company to store the goods, you cannot sell the same without authority of the owner. It is apparent the owner may not know where the goods are located. In fact there is no certainty the carting company informed the owner that he stored the goods with you.

Your recourse is with the carting company. If it did not act by authority of the owner in storing the goods, you may sue and recover your charges from this company.

• • •

When Is a Receipt Not a Receipt?

CONSIDERABLE discussion arises from time to time as to when a receipt issued by a warehouseman may in fact not be a warehouse receipt. Usually, a warehouse receipt is one issued by a warehouseman who accepts goods for storage, and it is not legally a warehouse receipt if for any other reason the warehouseman issues it.

In *Martin*, 95 S. W. (2d) 1119, Lexington, Ky., decided a few weeks ago, the legal question arose as to whether a receipt can be considered to be a warehouse receipt, where such receipt is issued by a

warehouseman who does not intend to charge for storage but who has agreed to store the goods and sell them for a previously agreed commission.

In this instance the legal question to be decided was: under these circumstances, is a warehouseman liable to the same degree and extent as where he issues a receipt for goods placed in storage and for which he charged a certain amount as storage charges.

In holding that the receipts were not warehouse receipts, this Court said:

"It [bailee] received the goods for sale as an agent and not for storage. The receipts were simply acknowledgments of the certain quantities . . . received. . . ."

Problem of Supplying a Night Watchman

MANY have been the litigations encountered by warehousemen when stored goods have been destroyed by fire, or stolen, and the owners have contended the warehousemen were liable because they failed to supply a watchman, particularly when loss occurs at night.

It is well settled law that, according to the higher Court decisions, a warehouseman who operates a relatively small warehouse is not expected by law to supply a night watchman. However, all warehousemen who own and operate relatively large warehouses should furnish competent night watchmen; otherwise the Courts may hold that such warehousemen failed to exercise an "ordinary" degree of care to safeguard the stored merchandise, resulting in the warehousemen being liable for the losses.

As to how determination may be made, and distinction may be realized, as to whether a warehouse is sufficiently large to justify the services of a night watchman, depends on the testimony introduced proving necessity. In other words, a warehouseman is expected by law to use that degree of care to safeguard stored merchandise which would under the identical circumstances be used by persons having average prudence and experience. If he does so, then Courts will not hold him liable for loss of stored merchandise occasioned by fire, theft, floods, etc.

On the other hand, a warehouseman who is so negligent as to permit the warehouse to remain unlocked and without objection allow patrons and others to enter at night, may expect to be held liable.

In *Panhandle Warehouse v. Borum*, 95 S. W. (2d) 185, Texas, evidence indicated a warehouseman

did not employ a night watchman and permitted warehouse to remain unlocked so that during the night patrons who desired to take merchandise might do so. The warehouse burned. Owners of the merchandise therein sued for damages. Although it appeared that only a few persons knew that the warehouse was left unlocked, the higher Court promptly held the warehouseman liable.

Delivery of Goods of "Like" Quality

FREQUENTLY warehousemen accept for storage goods of such character that the identical merchandise cannot be redelivered. Therefore it is important to know that under the conditions that it is impossible to distinguish between the goods placed in storage and those the warehouseman offers to deliver, then and only then is the owner of the goods compelled by the law to accept delivery of goods different from the actual merchandise he had placed in storage.

The latest higher Court decision on this subject was in Pennsylvania. In *Heinz v. Ruffsedale*, 185 Atl. 644, it was disclosed that a bailee issued warehouse receipts for whiskey. When the owner presented the receipts, the bailee could not deliver the exact whiskey stored. However, the Court held that as other whiskey of exactly the same quality, age and value could be delivered, the owner was bound to accept it without further liability or responsibility on part of bailee.

Law Specifies Kind of Bond

RECENTLY considerable discussions have arisen regarding the kind of a bond and sureties thereon which may be furnished by warehousemen.

Various courts have consistently held that warehousemen under all circumstances are obligated to supply a bond in strict accordance with the laws regulating bonded warehousemen. If the laws are ambiguous or contradictory the Court will construe the intended meaning of the law-making body which enacted them.

In *State v. Graie*, 59 Pac. (2d) 365, a statute was litigated which provides "for approval" of sureties of warehousemen's bonds.

A warehouse company offered to supply a bond which was signed by personal sureties. It was not acceptable by the State authorities, and the warehouseman filed suit to compel acceptance. In refusing to

do so, and in explaining that the State authorities had a legal right to demand that warehousemen supply bonds having as sureties responsible bonding companies, this Court said:

"It is certain that personal sureties have frequently failed to respond to their obligations and we must assume that the Legislature knew this fact and considered that the character of the bond under review [bonding company] would afford a safer and better security. . . ."

Recovering on Goods Already Delivered

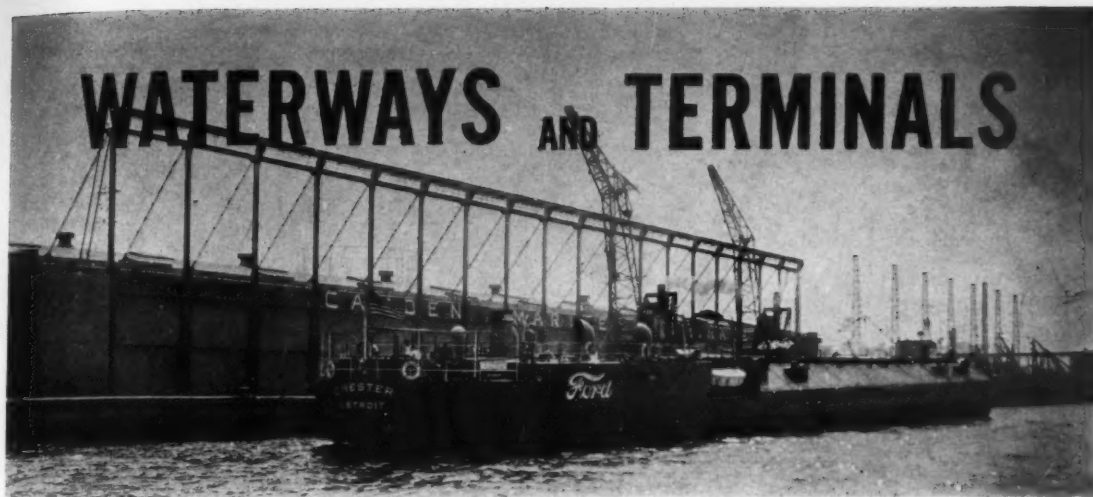
LEGAL EDITOR, *Distribution and Warehousing*: We are interested in knowing the law respecting selling merchandise to recover storage on goods that have already been delivered to the owner. For instance, suppose a bank is issued a negotiable receipt and promises to pay the back account, and later the owner of the goods becomes insolvent? Who is responsible? And in another instance, a customer had in storage several lots and took all but one lot from storage. Can we hold this lot for the back charges on the other lots, if the owner is now insolvent and in the hands of a receiver?

Answer: Many Courts have held that a warehouseman cannot legally hold goods for storage of merchandise taken from warehouse. However, the laws of the several States vary. Also, Court rulings are important in determining the presently established law. It would therefore be advisable you consult a local lawyer familiar with warehouse law, in order that he may review the many Court cases in your State and determine the present construction of the law on this subject in your State.

It certainly is to be presumed, without a close study of the law of your State, that you cannot hold goods in storage for the purpose of selling them to recover storage charges on goods already removed. Obviously, any goods in your possession may be attached for a debt, providing another lien, such as the receiver's status, is not superior.

With respect to the first question, if the bank promises to pay the back storage, it is liable if the promise was given on valid consideration. Ordinarily a warehouseman's lien is prior to the claim of a receiver appointed by the Court to represent the insolvent debtor's creditors.

For higher court cases to the point see 55 S.W. (2d) 670; 58 Fed. (2d) 511; 235 N.W. 780; 171 N.E. 749; 22 S.W. (2d) 354; 117 So. 165.



Editor's note: This department is inaugurated in response to reader-demand for information of the character here given. Effort will be made to keep abreast of changes and trends. Address letters of inquiries to F. Eugene Spooner.

Bulk Liquids

SHIPMENTS of bulk liquids represents one of the most rapid expansions in industry in recent years.

World tonnage runs into astounding figures, but we will confine our articles on this subject to American coastwise, Gulf, rivers, lakes and terminals.

The list of liquids handled grows—gasoline, crude oil, fuel oil, peanut, palm and edible oils, printing inks, liquid caustic, turpentine, linseed oil, peroxide of hydrogen, alcohol, not to mention the numerous commercial acids and chemicals; and last but not least, liquid sugar. The latter is something new to the terminal trade.

Liquid sugar manufacturing is approximately eleven years old; that is, in a commercial way. It was about that long ago that the industry really started the movement and the sales in tank car quantities.

The pioneers produce a pure-water white simple syrup such as druggists use. It is made from cane raws to suit the particular product in which it is used. This syrup contains 68 to 70 per cent of sugar content, used largely in ice-cream manufacturing, pre-

serving plants, cracker factories, fountain syrups, etc.

The economic features are based on elimination of waste, and to give cleanliness, easy handling in special tank ships, glass-lined tank cars and tank trucks, which make final delivery to consumer. The latter has facilities for pumping the syrup direct into the factory tanks on any floor.

Most of this business is handled in the New York area, but has started to expand into the Middle West. Consequently it is a good business prospect for those warehouses which are prepared to handle from tank cars or ships to storage tanks, thence by tank trucks to the buyers.

Within the past few months competition has developed, for the business of these liquid sugar users, among certain Cuban sugar refiners. The latter are melting Cuban refined sugar into a lightly colored syrup and moving in tank cars loaded in Havana. From there the cars are taken to New Orleans and New York City by sea train and thence to destinations inland. More than one hundred special type cars are in service on this product.

Due to agitation over increased demand for the imported

syrup in competition with domestic refined sugar, the A.A.A. has placed quotas on its importation. The 1936 quota limits Cuba to 7,937,453 gallons, Dominican Republic to 830,894 gallons, and Great Britain to 16,368. The total quota amounts to 8,784,715 gallons.

These quota restrictions for 1936 were announced in September and have already been exhausted. As a consequence, considerable pressure is being brought to bear by importers to permit importation of this perishable commodity which has already been sold, or at least to cover cane sugar syrup which is manufactured and in tanks ready for shipment to the United States.

Liquid sugar weighs about 11½ pounds to the gallon, so the foregoing figures total 50,000 tons, which is a lot of any kind of sugar. So, don't be surprised by future expansion of this industry.

Other liquid products in their relation to warehousing will be described in future issues of *Distribution and Warehousing*. Are you warehouse executives interested?

(Continued on page 37)



THE FORUM....

Discussions by Our Readers. And Occasional
Comments by Our Editors and Authors

Bell Is Suggested as a "Boss" for Warehousing

Letter from J. D. Youman, general manager Shipperside Storage Company, Inc., New Orleans, to the editor:

With reference to your editorial in the August "DandW" headed "End of Coordinator's Office Is a Loss to Warehousing" you are correct in your statement:

"Mr. Bell will be recalled by the warehousing trade as a man particularly sympathetic with its problems— . . ."

Perhaps if Mr. Bell is available it would fill the serious gap left by the elimination of the NRA, which latter was so obviously helpful to the warehousing trade, if the trade were to draft Mr. Bell for the position of "Boss of Warehousing" to do for that industry the good things bosses of petroleum, sugar, baseball, movies, etc., have accomplished for their respective industries.

I don't think anyone can question Mr. Bell's ability to put and keep the warehousing industry on a sound and profitable basis.

Maybe the warehousemen would welcome a stabilizer of this sort at this stage of the game. You are always trying to help the trade with its problems, so why not questionnaire them on the subject?

Editorial note:

The suggestion advanced by Mr. Youman is a novel one. Other industries have "bosses" and have thereby undoubtedly improved their standards.

During NRA days merchandise warehousing's National Code Authority, which was in the nature of a "boss" with Federal backing, met with unsympathetic cooperation from numerous storage operators. Could Mr. Bell, or anyone else, serving as the trade's czar, be any more successful? It is an interesting question.

A Picture Has Changed During Two Decades

Extract from letter from Union Storage & Transfer Co., Fargo, N. D., to H. A. Haring, contributing editor:

It is interesting to think of the contents of our warehouse in 1910-15 and 1920. In those days we handled principally sugar, farm implements, buggies, wire fencing, gas engines, machine parts, stoves, gas trucks, tractors and automobiles (the latter item 1915-20), and practically no food items.

The year 1920 was the turning point and now these items have disappeared nearly entirely; and had there been no replacements, a ware-

house as then supported would be extinct. Now food stuff, seeds and wool are the requirements.

Taxation of Stored Stocks in Oregon

Letter from R. A. Paulson, manager Standard Warehouse Company, Portland, Ore., to the editor:

May we respectfully call your attention to your issue of May, 1936, page 77, under Oregon, in which Dr. Frederick states that taxes here are based on 50 per cent of the value F. O. B. warehouse.

As a matter of fact, this should be 60 per cent of the valuation with an allowance of 3 per cent for prompt payment.

Editorial note:

The foregoing alludes to the Oregon section of John H. Frederick's article titled "Property Taxes on Stocks in Public Warehouses in the 48 States."

Use of Motion Pictures to Portray Storage Services

Letter to the editor from N. E. Edgerton, president Raleigh Bonded Warehouse, Inc., Raleigh, N. C.

The storage industry has been neglected by Hollywood in its search for new fields to glorify. There is not much of the dramatic in its operations, and yet what it lacks in this respect is more than counterbalanced by the solid service which a good warehouse will render a community. For a number of years we have used brief theatre movies to emphasize our place in the scheme of things.

Reaching a large number of prospective patrons every day, the theatre screen has several distinctive advantages in cultivating a broad acquaintance. People will view a short, interesting talkie with an alertness that is hard to command otherwise in a commercial message. Guesswork is removed as to "circulation"—that is, actual reader or listener circula-

tion—for theatre attendances are readily checked. Moreover, from time to time we have an opportunity to look over the class of people who are absorbing our advertising.

We use short films which stress the adequacy of our facilities and the care we take of other people's property, along with good-will messages of a general nature. They form part of every program during the week they are screening in a theatre, and we use three leading theatres for a week in turn. On a rough estimate, our talkies are seen and heard by approximately 8,000 people each week.

Naturally we take pride in pointing out the capacity of our plant—2,000,000 cubic feet of fireproofed space—and the safeguards provided by our automatic sprinkler system. The chief value of the films, of course, lies in their education of the public to think of us when they need our type of service. It is helpful in this respect because the theatre screen offers a sure way to the attention of the rising generation, as well as that of their parents. This is a long-haul objective, but as time goes on and thousands of young people grow up every year, we know that we will continue to be regarded as "the" warehouse of Raleigh.

The popularity of the theatre among business men and their wives is another point in the favor as a medium in the storage industry. Our presentations are brief, and are made as interesting as

possible to secure a heads-up attention. There is no objection to this type of advertising when it is intelligently prepared. Audiences realize too, to a large extent, that they are enjoying better pictures because the cash subsidy of advertising bulwarks the box office and enables the exhibitors to pay the higher prices.

Our films follow the general form of a short newsreel. Several brief actions are screened while an unseen commentator gives a cordial message, ending with an invitation to inspect our facilities. The cost of the campaign is practical, owing to the modern method of film ad distribution on a volume basis. It would be out of the question for us to attempt making our own sound movies. Over a long period we have used the storage sales films made by a leader in this field—the Alexander Film Company of Colorado Springs, Colo. This company makes definite annual screening arrangements with the theatres and relieves us of all details.

A typical film on storage will show, for example, men carrying a wrapped piece of furniture, handling it delicately, with other shots of fireproof vaults and similar scenes. The voice message will go something as follows:

"When your furniture and household belongings come to us for storage they are cared for by men who know how—men who have spent years learning the proper way to protect furnishings.

We invite you to investigate the adequacy of our storage facilities. Your visit will convince you that we are experts in the storage business."

A name trailer ties-up each presentation to our establishment. It carries our copy against a picture of our plant, while the announcer gives a further institutional message.

We realize that not one person in ten may find need for our services over a period of ten years, but when that need arises, we want to get the call. The movies, we believe, have enabled us to spotlight our firm and services in the minds of practically every local citizen worth cultivating, and because of the practical value of the method we have regularly renewed our campaign from year to year.

Editorial note: The foregoing is one warehouseman's practical experience and as such it deserves study by storage executives alert to new opportunities for promotional publicity.

Discussions at conventions have shown that household goods warehousemen are not in agreement as to the value of radio advertising. Perhaps Mr. Edgerton's method offers a way more practical, and perhaps more economical, of getting returns for the money now being spent for programs on the air.

And the idea conceivably is applicable to the merchandise and cold storage branches of the industry.

Spot Stocking Food Specialties (Concluded from page 14)

White Gold Mushrooms

(Canning factory of Standard Mushroom Co.)

(Shipping weights: 2-oz. tins, 8 lbs. to case; 4-oz. tins, 16 lbs. to case; 8-oz. tins, 25 lbs. to case.)

2-oz. (pieces and stems) White Gold, packed 1, 2 or 4 doz. to case.

2-oz. sliced White Gold, packed 1, 2 or 4 doz. to case.

2-oz. buttons White Gold, packed 1, 2 or 4 doz. to case.

4-oz. (pieces and stems) White Gold, packed 1 or 2 doz. to case.

4-oz. sliced White Gold, packed 1 or 2 doz. to case.

4-oz. buttons White Gold, packed 1 or 2 doz. to case.

8-oz. (pieces and stems) White Gold, packed 1 or 2 doz. to case.

8-oz. sliced White Gold, packed 1 or 2 doz. to case.

8-oz. buttons White Gold, packed 1 or 2 doz. to case.

FANCY EXTRA

8-oz. buttons White Gold, packed 1 or 2 doz. to case.

8-oz. miniatures White Gold, packed 1 or 2 doz. to case.

L. J. Schumaker, who guides the destiny of the associated companies, was born and educated in Pennsylvania. For a number of years prior to the formation of American Cone & Pretzel Co. he was engaged in the same general lines of the food products manufacturing industry. Out of this experience grew, as a natural consequence, that concern and its two associates in the food specialty business, the company first mentioned being founded in 1916.

Mr. Schumaker resides in Elkins Park, one of Philadelphia's beautiful suburban localities. He is a widower, his immediate family consisting of four children—three daughters, the youngest of whom is still of school age, and one son who is engaged in another line of business than that of the head of the family.

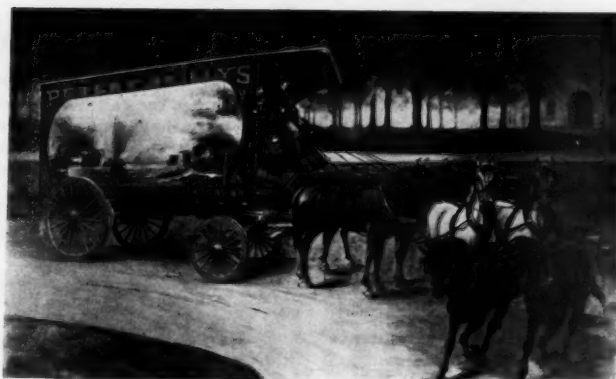
Mr. Schumaker, senior, has no particular hobby ex-

cept a deep, abiding and active interest in trade association work. Over this he has been consistently enthusiastic for a considerable period of years. It was as long ago as 1917 that he entered whole-heartedly into trade association interests. He was elected president of the Pennsylvania Bakers' Association in 1922, and in 1925 became president of the American Bakers' Association, which is the national organization. In this he now holds the office of chairman of the board of governors.

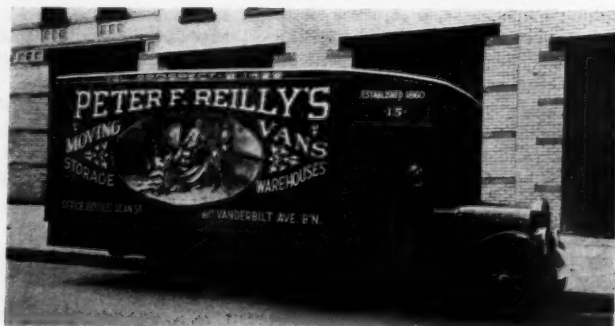
Mr. Schumaker is also a member of the board of directors of the American Institute of Baking, Chicago. It was his part in the efforts made to enact the Code for Bakers which helped to rekindle his enthusiasm, at the time, in trade organization endeavor. Mr. Schumaker, no one can doubt, firmly believes in the value of trade associations to any business or industrial group. While this interest has proved more absorbing for him than anything else outside of his own work in making and promoting the sale of food specialties, he engages, whenever opportunity offers—which is not very often—in a fairly wide range of outdoor activities—deep sea fishing off the Atlantic banks; whipping trout streams and fishing in lakes in New York State and Wisconsin; a moderate amount of hunting each autumn, especially duck-shooting in South Carolina and Pennsylvania; and he may be found on the trail of quail and various other game birds in Ohio, Missouri, Arkansas and elsewhere.

MOTOR TRANSPORT

CARRIER ADVERTISING IS GROWING IN POPULARITY



Scenic artists' work now combines with streamlining to get public attention for modern moving vans.



Historic scenes and colorful designs make these trucks and trailers moving advertisements and represent an art trend that flourished in the early part of the 20th Century.

From about 1924 up to the repeal of the 18th Amendment, trucks were mostly unornamental, except for prosaic trade and firm names.

For some unexplained reason, art work took a decided up-trend immediately after repeal. It may have been due to the desire to get back the atmosphere of the "good old days" before Prohibition. Whatever the impetus, the percentage of adorned trucks is much greater today than it was before 1933.

ABOUT the turn of the century a rather battered-looking moving van, drawn by a span of powerful horses, pulled into a warehouse. In general shape and appearance, the wagon was similar to many others of the same type seen rumbling through the streets at that time; its sides were knicked and dented as though they had been struck by repeated barrages of sharp rocks. It seemed peculiar that a truck should warrant such violent unpopularity, but everywhere that van had gone it had been greeted by storms of thrown missiles.

It appears that the owner of the van had decided to take advantage of the interest and attention focussed at that particular moment upon the assassination of President McKinley. He reasoned that any picture depicting a situation relative to this circumstance would be bound to attract the eyes of the passer-by.

No half-way measures would suffice for this enterprising gentleman. He decided to go all the way. He would not have a scene only analagous to this unfortunate happening; he would have the actual assassination dramatized in oils on one side of the van; and the burial ceremonies of equal dramatic force on the other side.

With this in view he had called in a commercial artist and explained what he wanted. The artist warned the van owner that such a picture would arouse protest. But the owner insisted upon the execution of his idea to the last detail.

Upon completion of the job, the truck was sent out on its regular route; and as the artist had prophesied, the paintings were ve-

hemently disliked. Rocks flew hard, profusely and fast.

The artist offered to replace the painting with one less stimulating to physical action by the populace. The owner was emphatic in his refusal; he declared it was the best advertisement he could possibly use—his van and his name had become known from one end of the city to the other! What more could a truckman desire than that? When things quieted down and the McKinley episode faded with time, his name would still be remembered! People wishing to use moving facilities would perhaps think of it before they thought of any others. Most probably, though, he hoped they would forget the circumstances under which they learned it.

At the Turn of the Century

It was in the early part of the Twentieth Century that art work on the sides of commercial vehicles really flourished. Almost every wagon on the streets had scenes painted on them, the subjects ranging from heroic battle scenes to transcendental angels flitting about in celestial glory. If the subjects and the number may be taken as indicative, it was truly an era of esthetic appreciation of art among the truckmen.

Directly after the World War, painting was confined almost exclusively to moving vans. The smaller vehicles substituted artistic lettering, accompanied usually by small illustrative trade mark insignia. The scenes were mostly about the war. And stirring pictures they were, with "doughboys" charging recklessly forward amidst shells which burst with all the fury that oil painting could inject. It was evident, however, that the old enthusiasm for art work had diminished.

After Repeal

Although a few still adorned their vehicles, the trucks during the period extending from about 1924 up to the repeal of the Eighteenth Amendment were mostly unornamented, except for prosaic trade and firm names. Occasionally would be seen a truck that had a singularly witty saying somewhere on it. This was in synchron-

ization with the contemporary use of catch phrases by advertisers in general.

For some unexplained reason, art work took a decided up-trend immediately after repeal. It may have been due to the desire of people to get back the atmosphere of

the "good old days" before Prohibition. Whatever the impetus, the percentage of adorned trucks is much greater today than it was before 1933. And strangely enough, this vogue, reminiscent of leisurely Victorian days, is prospering in an age of streamlining—an era



of headlong pursuit of speed and more speed.

Actual statistics are not available to verify the foregoing statements, but we have the word of Adolph C. Bonhard, an artist who has devoted his talents almost entirely in this direction for more than fifty years. His experience represents a cross-section of truck-painting that may be accepted as a criterion. Furthermore, he declares he has been increasingly busy the past few years and expects to get busier. He mentions several recent commissions. One of which entailed painting beer bottles, in size from four to six feet, on 117 brewery trucks. He painted a country scene on a dairy produce wholesaler's streamlined Autocar. While he has adorned the sides of the other vehicles in the fleet to which this new one was added, it is interesting to discover that the latest in automotive art can effectively concord with and act as a medium for this old branch of commercial advertising.

Good Advertising

The mileage covered by a truck and the fact that it is in constant contact with the public make such advertising a potentially valuable medium. To speak of circulation in specific terms or to attempt a tabulation of the number of people who would observe the truck is, of course, not impossible. It is only too obvious that on the streets of every city are the representatives of every walk of life; consequently a medium which reaches such an audience may well prove to be invaluable and therefore one which merits careful cultivation.

Ordinarily both sides of a truck are never seen by the same person. An amusing illustration of this was found recently in connection with a large express company's carriers. On one surface the company had placed its own advertisement, to explain the type of service rendered. On the other a client had placed his advertisement.

"Pick-up and delivery" said the express company's ad on one side as a big stork hovered portentously over some chimney tops with a baby suspended from its bill in what was ostensibly a diaper.

"After every meal for life" said the client's ad on the other side as a pretty June Bride posed in wedding gown and veil.

Many millions of persons saw both of these posters, but not one person saw them in quick succession.

In former times, wagons and trucks were painted more or less haphazardly, with virtually no thought of associating the substance of the pictures with a defi-

nite product or business. Picturesqueness was the primary factor sought; other elements were disregarded. Today, truck owners have gotten away from gracing their vehicles solely for beautification and ornamentation. They are using the interesting facts or ideas about their trade or trade relations for the material and subjects of their illustrations.

This commercial modification has not been in any way detrimental to the vividness or effectiveness of art work. On the contrary, the result has been to heighten and enliven the scenes; so that while they are serving a practical purpose, they are doing so in a highly decorative and graceful way.

In illustration of this current tendency we have several graphic examples. A dealer in fish may decorate the sides of his truck with reproductions of marine activities. It is attractive; and as an advertisement of the man's business; it is hard to beat.

Victor Brewing Company, makers of Steinhaus lager beer and Old Shay ale, is another exponent. On the sides of a modern semi-trailer pulled by the latest in streamlined tractors this firm has had designed an old-fashioned "one-horse shay." With its wicker seat atop high wheels and bundled-up occupants grasping the reins of a high-stepping white horse, this carriage offers a curious contrast to the one on which it is imprinted. This tableau is certain to attract attention—and is sure to convey a favorable reaction.

Favorable Comment

Of a fleet of 83 carriers which roll up and down the Atlantic seaboard from Virginia points to New York City, Brooks Transportation Co., Inc., Richmond, has embellished the sides of eight. They don't intend to stop here, though; other jobs are waiting for the inspiration of C. Fair Brooks, secretary; and the brush of the firm's artist, Moeller.

So well has Brooks company utilized the surfaces of its trailers that it has received not only favorable comments from the general public but the approbation of the Virginia State Chamber of Commerce.

This acknowledgment is justifiable in that rare judgment has been shown in the selection of subjects for the paintings. Several of the decorated trailers are equipped for refrigeration. To distinguish them, and to symbolize intense cold, their large surfaces have been bedecked with scenes in which ice and snow play predominant parts. The other vans are adorned with oil-paintings of famous historical sites

and shrines in Virginia—College of William and Mary; State Capitol; Surrender of the British at Yorktown; Monticello, home of Jefferson; and the remains of the first church in the ill-fated colony of Jamestown.

Inasmuch as Brooks Transportation engages in interstate service, it is natural that its home. State should be well satisfied with this traveling representation. Comment to this effect is ascertained, as to its sincerity on the part of those who express it, by asking them the texts of the pictures. The fact that they can quote these without hesitation is evidence of truthful commendation.

One of Brooks drivers related an interesting experience when he stopped for gas in a northern town. The filling station was directly across the street from a public school. While the tank was being filled he noticed an orderly procession of school children file out from the school and proceed straight toward his truck. The procession halted and started looking intently at the painting. Their teacher then gave a dissertation on Virginian history, alluding now and then to the picture to illustrate a point.

There are many more examples which could be cited in regard to carrier advertising, but these few should at least offer some proof of its increasing popularity. Each one of those truck owners is proud of a commodity or service. He wants attention called to what he has; so what more natural way than to use the space which is drawn daily before the eyes of those he wishes to reach—the public? He seeks distinctiveness, so he can be picked "out of the crowd" in much the same manner as an advertiser in magazines plays up his allotted space in the most efficient way possible.

New Haven Is to Have an Ocean Freight Terminal

A new ocean freight terminal is being projected on the east shore of New Haven, Conn., Harbor, by New York interests forming a Connecticut corporation, according to Frank H. Mason, clerk of the State Board of Harbor Commissioners for New Haven Harbor. Dredging and renovation work is expected to cost about \$350,000.

The terminal will consist of a four-story warehouse with 104,000 square feet of floor space, additional warehousing facilities in a large one-story building, and a 500-foot covered pier capable of docking five large vessels. A 30-foot channel will be provided by dredging, and a rail siding will be built on the pier.

Pimper Heads District of Columbia Trucking Group

(Washington Correspondence): Charles W. Pimper, vice-president of Security Storage Company, has been elected president of the District of Columbia Trucking Association, in which he has been active for a number of years.

Raymond E. McComber, president of United States Storage Co., Inc., has been elected the group's treasurer. Francis J. Kane is secretary.

Directors chosen at the recent annual meeting to represent the District in American Trucking Associations, Inc., include the retiring president, William E. Humphreys, president of Jacobs Transfer Co., Inc.; J. P. Rogers, president of Calvert & Rogers, Inc.; and Arthur Clarendon Smith, vice-president of Smith's Transfer & Storage Co., Inc.

Safety, Zone and Insurance Rules Fought by Truckers

(Washington Correspondence): With safety regulations and municipal zone proposals already tossed back into the lap of the Interstate Commerce Commission by reason of objections voiced by the trucking industry, insurance companies have followed suit and have banded to force modification of insurance regulations which they say are "unworkable" in their present form.

Thus every important step in development of Federal regulation of trucking—except of course declaration of the effectiveness of the law itself—is just about back where it started.

Changes in the safety regulations which, truckers say, do not assail the wisdom of a national safety policy but which, nevertheless touch so many points that they riddle the program, have been demanded in public hearings.

Shippers, truckers and civic organizations have split widely on the wisdom of municipal zone limitations recommended by I. C. C. Examiners; have swamped the Commission with briefs of protest; and will pursue the subject further when oral arguments are presented—St. Louis and East St. Louis on Oct. 28, New York City on Oct. 29, Chicago on Oct. 30 and Los Angeles on Oct. 31.

Now comes the insurance company protest against regulations scheduled to be effective on Nov. 15. They are directed particularly at the rule forcing a motor carrier to file more than one policy to cover his operation. Serious inconvenience and added costs are the main bases of objection. The challenged rule reads:

"Policies of insurance as amended by the endorsements provided by these rules covering bodily injury liability, property damage liability, and cargo liability, must be written by insurance companies legally authorized to transact business in each State in which their policies cover the operations of the insured motor carrier, except that more than one policy of insurance may be used in cases where, in the judgment of the Commission, the territorial operations of such carriers warrant separate coverage on separate portions of their routes or territories."—(James J. Butler.)

Rails Get an Extension on Their Substitute L.C.L.

(Washington Correspondence): The Interstate Commerce Commission has, over protests by truckers, extended to Dec. 31 the period in which railroads may substitute highway service for rails on less-than-carload shipments without qualifying as motor carriers.

The initial period for this substitute service ended on Aug. 28. The railroads had asked for another year.

The Commission considered objection filed by American Trucking Associations, Inc., but the reasons offered by the trucking group for outlawing this "invasion" into the motor transport field did not outweigh the plea of the rails.

The Commission thus gives further time for "experiment" by the rail carriers. With the end of the year, it was explained, the I. C. C. will be better able to judge merits and demerits and probably will adopt a policy for future action.—(Edwin Hartrich.)

Illinois Wage Pact Signed

THE wage scale committee of the Illinois Motor Truck Operators Association has signed an agreement with the Truck Drivers Union, Local 705, of the Teamsters and Chauffeurs Union of Chicago and vicinity.

The pact gives the drivers a fixed wage and at the same time protects employers. It affects both teamsters and truck drivers.

Statutory provisions of the Illinois Workmen's Compensation Act and the Federal Employers Liability Act are complied with provided the operators come under their provisions. Employers are to carry employees' liability insurance with a recognized-risk firm to protect the members of the union in case of driver injured, disabled or killed in line of duty and within the scope of employment. Provision is also made for compensation insurance.

Among other provisions is one declaring that the union is not to involve itself in any strikes of other organizations not affiliated with the truck driver union, or make an entangling alliance with other organizations during the life of the agreement, which shall remain in force and effect pending the making of a new agreement.

John L. Keeshin is chairman of the wage scale committee.

Two Bits—(Concluded from page 23)

learn the worst about them. That is far from being blackmail. It is good common sense & you would do the same—& have, from what I've heard about you. *Hominus ut est exactum et exactum et exactum*, which means "It's the man who pays & pays & pays."

If you meet the 3 foregoing conditions I will again become your stool-moth & will guarantee results that will be no end disturbing to your cultured readers. Let

me know Nella's & Zella's addresses if they answer your advt. Nella owes me dough I loaned her to get to Canada on. Zella owes me some I loaned her to ostensibly bury that butterfly spouse of hers though I don't think she ever really buried him but that she used the dough instead to buy the techtoboracidicthermos he drank. *Non trustae filie mazuma*, which means "Never trust a dame with money."

Well, at first we was inclined to

be hurt by some of the things Liela wrote us but in the final analysis we are pretty hard to insult on a/c we are an editor. Also we like Liela's philosophic outlook on life. Also we consider there is much truth in her *Non trustae filie mazuma*; any man, editor or otherwise, should ought to take that advice to heart.

We have not heard yet from Nella or Zella. If we get word from either, you can read about that in an early *Two Bits* unless you cancel your subscription.

HICKEY REQUESTS PROSECUTION OF RAILROADS UNDER FEDERAL LAW

Opposing Reconsideration in Ex Parte 104, Counsel for Warehousemen's Protective Committee Asks I. C. C. to turn the Case Over to the Attorney General

As reported briefly in last month's *Distribution and Warehousing*, the Interstate Commerce Commission on Aug. 28 postponed to Dec. 1 the effective date of its order of June 8 in Ex Parte 104, Part 6. This case involves warehousing and storage of property by trunk line railroads at the Port of New York, and an effort by the Warehousemen's Protective Committee to compel the carriers to discontinue public warehousing.

A subsequent development before the I. C. C. is set down in the following from our Washington Bureau:

(Washington Correspondence): Less than fifteen days after the Commission's order granting the extension to the railroads, the Warehousemen's Protective Committee, through its counsel, John J. Hickey, filed a brief with the I. C. C. opposing rehearing and reconsideration, and asking prosecution of the carriers for alleged violation of the criminal and civil provisions of the Interstate Commerce Act and the Elkins Act.

Protesting the reluctance with which he said the railroads had complied with the Commission's order to obtain at least cost for use of their warehousing facilities, Mr. Hickey took the Commission to task and charged that the issues had been thoroughly and sufficiently litigated before the Commission and that in view of the attitude of the carriers, "persistent violation of the law, a rehearing, reargument or reconsideration, singly or collectively, will serve no purpose other than to manifest implied consent to temporary continuance of the misconduct."

Blasting the railroads' petition, the brief by Mr. Hickey stated:

"The petition does not intimate that the carriers will make any effort to correct any of the reprehensible practices. The respondents do not propose to suspend any of their unlawful rebating or concession practices during the further period of litigation which they propose. Their petition fails to show that any tribunal has been authorized to grant any period of grace during which law-breakers may continue their misconduct even for the shortest period of time."

Claiming that the rail carriers are compelled by the Interstate Commerce Act to eliminate tariffs or rates applicable to non-transportation storage, Mr. Hickey stated:

"The respondents challenge findings of the Commission to the effect that the storage afforded by the respondents is shipper-service storage and that, not being incident to transportation, it is not transportation service for which rates should be filed with the Commission pursuant to the provisions of Section 6 of the Interstate Commerce Act. The Commission directed the carriers to eliminate such charges, which are applicable to non-carriers and non-transportation business activities, from their tariffs which are filed with the Commission. Respondents' arguments of their point, as we understand it, is that their broad transit privilege powers enable them, when they incorporate suitable writings in their tariffs, to convert storage and other services which are shippers' services *per se*, into in-transit transportation services. The respondents argue that the Commission's reports and order are in error in

that the Commission lacks the power to prohibit them from filing rates and charges for such converted shippers' storage.

"The differentiation of transportation storage service from storage that is a component of shippers' business activities, trade service storage, is well developed in the Commission's report."

In conclusion, Mr. Hickey's brief said:

"A review of the evidence in this investigation will not disclose that any constructive purpose was served by the invasion of these respondents into the commercial warehouse field. The evidence shows only destructive results to the carriers and complaining warehouse companies—the usual destructive consequences of invasion of private business by common carrier."

Instead of granting the carriers' petition and hearing futile argument on asserted insufficiency of the regulating statutes, the brief filed by Hickey claimed, the Commission, acting under Section 3 of the Elkins Act, should send the whole matter to the Attorney General.

The Attorney General, having authority to enforce all Federal statutes, can use the Sherman Anti-Trust Act in the event of an insufficiency in the Interstate Commerce Act or the Elkins Act.

"There is a well established precedent for such use of the Sherman Anti-Trust Act to supplement the Interstate Commerce Act," the brief continued.

"When common carriers own properties which are devoted to private business activities and when the carriers use the properties to effect continuing violations of Federal statutes, as is the case here, the carriers should be divested of their title to the properties and, pending satisfactory sale, the properties should be placed in the custody of trustees appointed by the Federal Court," the brief said with relation to carrier-owned warehouses.—(George H. Manning, Jr.)

It was over objection by the American Warehousemen's Association that the I.C.C. granted the extension to Dec. 1. Opposing a postponement, A. Lane Cricher, Washington attorney for the American's merchandise division, reminded the Commission that the latter had found, after exhaustive investigation, that the tariffs, services, leases and contracts involved were illegal and in violation of various provisions of the Interstate Commerce Act. These findings, he asserted, were first made in 1933, and were reaffirmed this year in a statement "that the respondents' warehousing and storage practices charges assessed therefor, allowances made in con-

nection therewith, and the insurance of goods, as heretofore described at the Port of New York district, dissipate respondents' funds and revenues, are not in conformity with efficient and economical management as contemplated by the Interstate Commerce Act, and not in the public interest."

Continuing, Cricher set forth that 18 months elapsed from the date of the Commission's prior report until its order of May 6, 1935, reopening the proceeding for further hearing. All of the testimony adduced at that hearing showed conclusively that the previous admonition of the Commission had been disregarded, and that the failure to arrange for the cancellation of unlawful tariffs, discontinue the furnishing of services performed illegally, and bring about changes in leases and contracts involving real estate, had been wilful and purposeful, the brief charges. Continuing:

"Had respondents effectuated substantial compliance with the admonition in the Commission's prior report further hearing would have been unnecessary, and it would not have been necessary for the Commission to have issued an order. Having purposefully and wilfully ignored that admonition for nearly three years, in their extremity respondents now seek to perpetuate these illegal practices to the continued disadvantage and prejudice of the private warehousemen affected thereby, through the filing of a petition aimed to stay the effective date of the Commission's order until another petition can be filed and considered by the Commission, and which, if granted, would enable respondents indefinitely to continue such practices.

"No property would be destroyed, as is alleged by respondents, resulting from a compliance with the Commission's order. Nor is there any foundation for the assertion that respondents would be deprived of the revenue on a very large volume of traffic which they deem profitable. To the contrary, the Commission has found that their warehousing and storage practices, the charges assessed therefor, and the allowances made in connection therewith, and the insurance of goods, as described in the Commission's report, dissipate their funds and revenues and are not in conformity with efficient and economical management, and not in the public interest."

Alluding to the charge made by the railroads that the Commission had decided contrary to its former findings in matters of storage and was in conflict with the Supreme Court in its definition of "transportation," the Cricher brief declares that "the Commission is eminently qualified to interpret its own decisions and the provisions of the law upon which they are premised."—(James J. Butler.)

The New York Warehouse, Wharf & Terminal Association and Fidelity Warehouse Co., Republic Storage Co., American Dock Co., Pouch Terminal, Inc., Beard's Erie Basin, Inc., New York Dock Co. and Bush Terminal Co. also all had, in a brief filed with the Commission, protested against postponement. In part this brief said:

"Railroads are no more permitted to engage in voluntary trade activities consisting of commercial storage at unremunerative charges than they are to resume the practice of buying and selling coal at less than cost as a means of traffic solicitation.

"As well might the Commission say in effect to railroads that they can resume their buying and selling of commodities at less than cost as to say that they may engage in the commercial warehouse business at less than cost in the competitive struggle for road haul traffic.

"Railroad counsel in sum and substance would have the Commission confine its interest to the maintenance of road haul rates directly and sanction a destructive course of conduct by which railroads would engage in trade activities outside their common carrier functions

with the intent and result of accommodating shippers (mainly the larger ones) at less than railroad cost as a means of procuring road haul patronage. The 'buying' of traffic by those means is what in effect is sought to be legalized.

"The principle at stake is a vital one. As regulated agencies of transportation, railroads are not permitted to engage in unrelated businesses and to conduct them at losses for the purpose of traffic solicitation. The right of private concerns to take their losses if compelled is one thing; the right of railroads to buy traffic by engaging in unrelated commercial businesses at losses is quite a different thing.

"When Congress included 'storage' within the definition of railroad 'transportation' it was speaking of that storage which is an incident of ordinary railroad operation and which is forced upon railroads involuntarily under varying circumstances. It did not thereby intend to break down the whole system of railroad common carrier regulation by exempting the voluntary warehouse activities of railroads from the requirement that they may not be employed to purchase road haul traffic."

The Port operators' brief was filed by Charles E. Cotterill, attorney.

The Boston Port Authority also had filed a petition in opposition to delay, declaring the railroads had "completely failed to advance a single sound ground" for postponement.

Any further delay by the Commission in enforcing its order of June 8, the Boston group's plea contended, would "have the effect of approving and condoning deliberate violations" of the I. C. C. Act "to the injury and damage of shippers" not recipients of alleged unlawful concessions and with resultant further losses to the rail carriers themselves.

Blue Line of Des Moines Services the President at Mid-West Drought Conference



BBLUE LINE STORAGE CO., Des Moines, served President Roosevelt and Mid-West State governors, including Alf M. Landon of Kansas, in the Iowa city on Sept. 3.

The Hotel Fort Des Moines, which prepared and served the luncheon, selected Blue Line to transport service, food and help from the hotel to the State Capitol, where Mr. Roosevelt presided at the drought conference. The photograph above suggests how it was done.

"It was," according to B. F. Bristow, Blue Line's president, "just another example of the adaptability, reliability and dependability of the public warehouseman. Under the circumstances it is with pardonable pride that we advise that not a bowl of soup was lost nor a cup of coffee spilled. Needless to say we are happy to add President Roosevelt to our list of satisfied customers."

The guests served included three hundred newspaper men, Secret Service operatives, and other dignitaries besides the President and the governors—all of whom had to be fed on schedule because their entire day had been planned.

Alfred J. Walker Joins National Co., Peoria, as General Manager

ALFRED J. WALKER has returned to the public storage industry as general manager of National Warehouse Co., Peoria, Ill. Effective Sept. 1 he took over executive charge of National's Chicago office, at 400 West Madison Street, and will make his headquarters there, dividing his time between Chicago and Peoria.

"The policies of National Warehouse Co.," said a statement issued on behalf of President Butz, "are going to be simply these: high business standard of cooperation with the members of the industry in general and with our local competitors in particular.

"Specifically, we will do no 'sharp-shooting' for our competitors' accounts. We intend to make National Warehouse Co. the success it intends to be by soliciting new business for storage at Peoria. No good comes from seeking the transfer from one warehouse to another of the accounts already stored in our city.

"While we have no U. S. Internal Revenue bonded space at present, we are investigating the possibility of Peoria's requirements in that respect and we probably will have ample space bonded in the near future. This class of storage will be instituted, of course, for the convenience of the distilleries of Illinois and Indiana."

The National has been admitted to the merchandise division of the American Warehousemen's Association and has applied for membership in the Central Warehousemen's Association of Illinois.

"Al" Walker resigned as assistant executive secretary of the A.W.A.'s merchandise division last March after more than a year of activity as head of the group's traffic bureau. Prior to his connection with the A.W.A. he had organized and operated warehouses in the East and South and for a number of years headed one of the industry's leading sales organizations. He is nationally known to manufacturers and shippers, enjoying an intimate acquaintance with many leading warehouse users.

Cold Storage Locker Service Increasing in the Mid-West

THE drouth, for some cold storagemen in the Mid-West, brought new revenues to their warehouses. As one example, the individual cold storage locker service, which has been steadily gaining popularity for two years west of the Mississippi, won a new place in usefulness. In Iowa alone it is reported that 70 cold storage and refrigerating companies now provide individual locker service to the community. More than 50 others are reported as preparing to offer a similar service.

Throughout Iowa and neighboring States, locker space in a cold storage vault, with capacity for 150 to 300 pounds of meat, is rented to farmers for \$10 a year. Meat, butter, berries or whatever else the farm

family wants to preserve is kept at low temperatures until drawn out for use.

A butcher is employed who kills and dresses hogs, cattle or sheep, brings them to the chilling room where they hang until thoroughly chilled. Then he takes the carcasses to the processing room where he cuts them up, wraps them in wax paper, stamps the contents of each package, and places the meat on racks in the freezing room. In 48 hours the meat is then transferred to the lockers. A nominal charge is made by the butcher for killing, cutting and wrapping the meat.

Each patron makes a deposit for a key to his locker which gives him daily access to the plant. He goes to the plant as he would to his post office box, and selects his meat.

Electrical Energy Tax Cases Seem on Way to Settlement

(Washington Correspondence): The long-drawn-out suit being conducted by the Association of Refrigerated Warehouses, through its counsel, John J. Hickey, for recovery of electrical energy taxes paid by warehousemen, is apparently on the path to settlement, with consideration of a statement of facts by the Bureau of Internal Revenue virtually concluded.

The Department of Justice paved the way for consideration by the Court of Claim when a stipulation setting forth the points of issue was approved and sent to the Revenue Bureau.

Mr. Hickey has predicted that the Bureau will conclude consideration shortly and the case will then be presented to the Court of Claims. Eventual victory in the instance of the St. Louis Refrigerating & Coal Storage Co.'s suit to recover taxes amounting to \$2,504.59 would point the way to final settlement of approximately 35 similar cases which have been referred to the Bureau of Internal Revenue for action by the Commissioner after officials in collection districts have been unable to act.

The cases were first instituted by the warehousemen to recover payments to the Federal Government for electrical energy between June 30, 1930, and September 1, 1931, and it has been the contention of the cold storage men that the statute did not grant the Government the authority to collect such taxes.

Should the case of the St. Louis firm fail in the Court of Claims, the case will be carried to a higher Court, according to Mr. Hickey.—(George H. Manning, Jr.)

Waco Firm Seeks Certificate

(Washington Correspondence): Texas Fireproof Storage Co., Waco, has applied to the Interstate Commerce Commission for a certificate of public convenience and necessity authorizing operation as a common carrier by motor vehicle in transportation of commodities generally, in interstate commerce, between points in Texas over irregular routes.

Hearing on the application has been scheduled for Oct. 19 at the Ben Milam Hotel in Houston.

National Distributors to Convene at New York in December

—See Announcement on Pages 50 and 51

I.C.C. Investigating as to How Railroads Subsidize Forwarders With Free or Low-Cost Services

(Washington Correspondence): The Interstate Commerce Commission has set out to discover to what extent railroads are subsidizing freight forwarders with low-cost, or free, warehousing facilities, mechanical equipment, trackage, and services.

Questionnaires sent rail carriers have been returned and are now under examination. A report on the findings will be made public.

Each carrier was required to furnish names of all forwarders occupying its facilities as of July 1, 1936; the kind of building occupied; when constructed; whether built especially for the forwarder; how much was spent to alter it to fit needs of occupant; number of floors; and area occupied.

With reference to land, the data called for area occupied by building and its platforms and driveways; area occupied by trackage, with number and length of tracks; and car-spotting capacity of each track.

Value of the entire premises, both book value and that fixed by I.C.C. must be furnished, together with value of portion of the premises occupied by forwarder, including worth of land occupied by buildings and platforms, driveways, under tracks and on which equipment stands.

Of prime interest in the investigation are the terms of the lease; date of lease; date of occupancy; length of term; cancellation privileges of both parties. Collateral are the questions: does forwarder store freight on that part of premises occupied by it under lease or agreement? Does carrier store freight at published tariff charges on that part of the premises not occupied by forwarder? Where office space only is leased, describe all sorting, consolidating, storage and trucking operations conducted on the respondent's premises. State total floor area devoted to these operations and give full particulars of arrangements under which space is used by forwarder.

The financial aspects of the relationship are to be brought out in answers to these inquiries: total annual rent paid by the forwarder. Annual taxes (local and State) on entire premises including land, building and tracks. Amount of annual taxes allocable to that part of premises occupied by forwarder. Annual cost of maintenance and repairs. Amount of annual operating expenses for light, heat, water, telephone, janitor service, etc., borne by respondent in connection with premises occupied by forwarder. Under the provisions of lease or other agreement authorizing occupancy, which party thereto, respondent or forwarder, is obligated to pay such operating expenses?

Hearings in the investigation will begin in New York City on Oct. 13 before Commissioner Porter and Examiner Trezise and will be followed by sessions at later dates in Chicago, St. Louis, Dallas, San Francisco, and Portland, Ore.

At New York evidence will be received as to the practices of carload freight consolidators operating in connection with the Boston & Maine; Boston & Albany; New Haven; New York Central; Lackawanna; Lehigh Valley; Reading; Pennsylvania; Baltimore & Ohio; Erie, Delaware & Hudson; Southern Railway.

The hearings following the one set for New York City will be conducted as soon as reasonably convenient after the conclusion of the New York hearing, in an effort to complete all of the studies at the earliest possible date, the I.C.C. states.—(James J. Butler.)

Dangerfield Quits Warehousing

H. P. Dangerfield, associated with Security Storage & Commission Co., Salt Lake City, has resigned to take

Calendar of Coming Events

October

- 10-11. Central Warehousemen's Association of Illinois. At Orlando Hotel, Decatur.
- 12-13. National Poultry, Butter & Egg Association. At Chicago.
- 16-17. Missouri Warehousemen's Association. At St. Louis.
- 19-20. American Trucking Associations, Inc. At Stevens Hotel, Chicago.
- 19-23. American Bottlers of Carbonated Beverages. At Chicago.

November

- 10-14. Poultry Industries Exposition. At New York City.
- 19-20. National Containers Mfrs. Association. At Waldorf-Astoria, New York.
- 22-24. Southwest Warehouse and Transfermen's Association. At Adolphus Hotel, Dallas.

January—1937

- 11-14. National League of Wholesale Fresh Fruit & Vegetable Distributors. At the Biltmore, Atlanta.
- 18-21. Western Fruit Jobbers. At Chicago.
- Week of January 24. National Canners' Association in conjunction with National Food Brokers Assn. Possibly in Chicago.

February—1937

- 2. Allied Distribution, Inc. At Drake Hotel, Chicago.
- 2. American Chain of Warehouses. At Drake Hotel, Chicago.
- 2. Distribution Service, Inc. At Drake Hotel, Chicago.
- 3-6. American Warehousemen's Association. At Drake Hotel, Chicago.

a position with the purchasing agent of University of Utah. Also he has severed his connection with the Utah Warehousemen's Association, of which he was secretary.

Houston Local Elects

Jules de la Moriniere, general manager of E. A. Hudson Transfer & Warehouse Co., was chosen president of the Houston and Transfer Association at the group's recent annual election of officers. The new secretary is R. G. Hyett, secretary of a local common carriers' organization.

Benjamin S. Hurwitz, president Westheimer Transfer & Storage Co., Inc., was elected vice-president, and the following were named directors: K. M. Wald, president Wald Transfer & Storage Co., Inc.; L. L. Schwecke, president Universal Terminal Warehouse Co.; Thomas M. Smith, general manager Houston Terminal Warehouse & Cold Storage Company; and George Harris.

Fruit and Vegetable Diseases

"Transit and Storage Diseases of Fruits and Vegetables as Affected by Initial Carbon Dioxide Treatments" is the title of Technical Bulletin No. 519 issued by the United States Department of Agriculture. A copy may be had by addressing Superintendent of Documents, Washington, D. C.

**Clarence J. Neal Dies in 59th Year;
Cleveland Executive Was a Leader in
Local Political and Civic Activities**

DEATH on Sept. 16 removed Clarence J. Neal, treasurer of Neal Storage Co., Cleveland, vice-president and a director of Aero Mayflower Transit Co., and prominent for the past thirty years in Cleveland's political, civic and fraternal life. Victim of a heart ailment, he would have been 59 years old on Nov. 10. The end came at noon while he was at his farm at West Richfield.

Born in Cleveland, Mr. Neal was educated in the public schools there and at Western Reserve University, where he studied law—a profession he did not follow because he preferred a business career.

President of the National Apple Institute, Mr. Neal was a director of Central National Bank and Lorain Street Bank and vice-president of the Ohio State Agricultural Society, and he was a thirty-second degree Mason.

When Harry L. Davis was Cleveland's mayor, Mr. Neal was finance director, from 1916 to 1920. When Mr. Davis became governor, Mr. Neal was appointed State finance director. This political alliance split, however, when Governor Davis sought to oust the manager and proportional representation plan of city government. Mr. Neal became chairman of the non-partisan Pro-



Clarence J. Neal

gressive Government Committee and led a successful fight against the proposed change.

In 1922, when fuel was high and difficult to obtain at almost any price, Governor Davis appointed Mr. Neal State fuel administrator, and the warehouse executive was credited not only with bringing the price down but obtaining ample fuel for those in need.

Mr. Neal had served on Cleveland's Library Board and in 1924 was one of the receivers for the Municipal Savings and Loan Co., and helped straighten out a city-wide real estate and financial tangle. When M. Y. Cooper ran for governor, Mr. Neal was his Cleveland campaign manager; and after the election Mr. Cooper was said to have offered him the post of State treasurer. The Citizens' League honored him with the presidency in 1928 and he directed the group's affairs through exciting primary and general elections. He became a familiar figure in the halls of the State Legislature, stealing away from his personal business for days at a time to attend committee meetings. He had twice served as a member of the Cleveland School Board.

While the late Burnside Smith was developing Aero

Mayflower Transit Co. into a national long distance household goods van organization Mr. Neal was one of his right-hand men. The Cleveland executive took an active part in the formation of the Mayflower Warehousemen's Association, affiliated with Aero Mayflower Transit, and served as officer and director. Shortly before his death he had joined the Cleveland Furniture Warehousemen's Association.

While Mr. Neal made business his vocation, the cultivation of fruit and the management of his 260-acre farm at West Richfield, containing about 10,000 fruit trees, was his avocation. He not only grew apples of high quality but Neal cider was known in northeastern Ohio for its superiority.

Mr. Neal is survived by his wife, Clara E. Neal; their two sons, Herbert C. Neal and William C. Neal, both of whom are active in the storage business; and a brother, A. W. Neal, who is president of Neal Storage Co.

Funeral services were held in Lakewood on Sept. 20, and burial was in Lake View Cemetery.

At 10 A. M. on Sept. 17, the day after Clarence J. Neal's death, his daughter-in-law, Mrs. Herbert C. Neal, became the mother of an 8½-pound daughter.

**Thomas L. Morton Is Dead
at 78; Newark Executive
Had a Picturesque Career**

THOMAS LUTHER MORTON, founder, secretary, treasurer and manager of Model Storage Warehouses, Inc., Newark, N. J., died on Aug. 29 at his home, 491 Clifton Avenue, Newark, at the age of 78. Burial was in Mt. Pleasant Cemetery.

President emeritus of the New Jersey Furniture Warehousemen's Association, of which he was one of the organizers, Mr. Morton was born in Newark in 1858 and was educated in the public schools there and at Centenary Institute in Hackettstown. After traveling widely as a youth, making his own way by working ranches, mines, lumber camps and shipping lines, he returned to Newark to enter stove manufacturing prior to starting a warehouse and moving business in 1899. He built a non-fireproof storage business at 68-70 Webster Street and later erected two fireproof warehouses on adjoining property. He was a member of Salaam Temple and of the Newark Elks, and of the National Furniture Warehousemen's Association, Allied Van Lines and New Jersey F. W. A.

Mr. Morton, a widower, is survived by a son, W. A. Morton, president of Model Storage Warehouses, Inc., and three grandchildren.

Several years ago Mr. Morton was interviewed by Elizabeth Forman for *Distribution and Warehousing's* "Family Album" series of personality sketches. After reading the story he requested that publication of it be deferred until after his death. It follows:

Born in Newark and became president of a warehouse company in that city. So might read the life story of Thomas L. Morton the business man.

But sandwiched in between those two important epochs of his career there was many a colorful chapter which, printed in the typography of the present day, might bear headlines something like these:

"Once Abused Lampie Decorated by King."

"Eloping Couple Married a Year Before Discovery."

"Eastern Youth Narrowly Escapes Death in Texas."

Mr. Morton also narrowly escaped being the oldest member, in point of attendance, of furniture warehousemen's associations. For thirty years he never missed attending meetings of the New Jersey F. W. A.,

New York F. W. A. and National F. W. A. He once bet he was the veteran attender but he lost to Ralph J. Wood, of Chicago, who was one meeting ahead of him.

As a boy "Tom" Morton ran away from home and got a job cleaning lamps on the S. S. *City of Austin*. Life on the high seas did not meet up with what he had expected, and after being roundly kicked about by uncouth sailors on the voyage he was ready to leave the ship once and for all by the time New Orleans was sighted. That was not so simple, however, as the skipper had seen to it that none of the crew was allowed to land. The boy had no money anyhow.

At Galveston, Fate was more kind. Young Morton, looking sadly over the ship's rail, was asked to carry a passenger's bag ashore. This provided him with an excuse to cross the gangplank, and with a 50-cent tip. In the parlance of today, he beat it.

There was no railroad in that part of the country in those days, but one could get a sandwich and a schooner of beer for a nickel; so the fifty cents kept him eating as far as Houston. (Attending a convention at Houston years later, Mr. Morton was amazed to find the river deepened to make the town a seaport; it was only a creek when he had arrived there broke and glad to get a job on a ranch.)

No Home on the Rangel

Life on the great open spaces where men are men, etc., was an improvement over life on the ocean wave—but not much so. During the Hayes and Tilden election controversy the young Easterner was sent to town in charge of a shipment of horses. The boss owed him \$60; and, seized with the desire to rove again, he decided to pay himself off by selling his mount. "Necktie parties" were still a popular form of entertainment in Texas—but "Tom" was successful in doing a Br'er Rabbit, and returned home by way of Galveston and New Orleans. But not as a lamplie. And he had had enough of adventuring for a while.

His second adjourn from home was a little more conventional. He had saved a little money. The forests lured him this time. He went "logging" on the Arkansas River. At Little Rock he ran a saw mill at the foot of Iron Mountain Bridge. This was known as a snubbing post, and here he remained for six years before doing another Br'er Rabbit which landed him back in Newark, where he remained to the end.

Arriving in the old home town, and with a little money, he had the good fortune to fall heir to a piece of property, 40 by 100 feet. Someone suggested he build a storehouse. He knew nothing about the business but he was told that all that was necessary was to "run up four walls and fill 'em." It sounded good so he did it. His first building, three stories, was filled in six months. The plot was L-shaped, and one corner was occupied by a stable; and as soon as his business was securely launched he conceived the plan of purchasing the stable. Then an additional building was erected, with elevators in the center to serve both wings, and two stories were added to the original structure.

Model Storage's concrete warehouse of today is served with motor vans; but time was when it was famous for its wagons drawn by mules—in harness which would have brought joy to the heart of a Kentucky colonel. The mules were a great publicity stunt; but they belonged to the era of the horse and so they had to go with the dawn of the motor age. Mr. Morton owned one of the first motor vans on Newark's streets.

Honored by King Albert

During the World War the Model company moved supplies for Belgian relief workers, putting vans at the disposal of the agency to take goods to trans-Atlantic steamships, and storing goods when necessity demanded. After the close of hostilities Mr. Morton

quite forgot this service—but not so the Belgians; for some years later came a certificate of appreciation autographed by King Albert and accompanied by a gold medal.

Mr. Morton had been married longer than a half-century. He was married for one year, indeed, before the fact was known by even the immediate families concerned. He had met "the girl" at a co-ed school, just after his return from the Southwest. She lived in Chicago and her parents were not exactly enamoured of the young chap who had shown such proclivities for wandering away from home. Her mother suggested putting the young man on probation for a year—planning meanwhile on taking her daughter to Europe. Mother and daughter visited Boston before sailing—and so did Mr. Morton. There the young folk were secretly wed.

G. P. Burkett Dies; Founder of Storage Firm in San Jose

George P. Burkett, founder and active head of San Jose Transfer & Storage Co., San Jose, Cal., and prominent in the city's business and fraternal circles, died on Sept. 3 at the age of 80.

Born in Jefferson, N. C., Mr. Burkett lived on his father's plantation during his youth and then removed to Pueblo, Colo., and thence to Santa Cruz, Cal., and in 1889 to San Jose, where he organized a transfer business. He was a member of the F. and A. M. and of the Odd Fellows. He is survived by his widow, a son, two daughters and two grandchildren.

E. L. Peyton Passes

E. L. Peyton, president and manager of Security Fireproof Storage Co., El Paso, died suddenly on Sept. 5 after a heart attack. He had been at his office on the previous day and apparently in good health.

Identified with the merchandise and household goods storage business for thirty years, during which he returned to warehousing after having once retired, Mr. Peyton was a member of the Southwest Warehouse & Transfermen's Association.

Alfred Jaques Dies

Alfred Jaques, retired superintendent of Leonard Warehouses, Buffalo, died on Aug. 27. at the age of 71. Born on Staten Island in New York Harbor, he removed to Buffalo as a young man. He had been with the Leonard interests thirty-one years when he retired in 1930.

Vancouver Firm to Build

Vancouver Ice & Cold Storage Co., Vancouver, Wash., has let contract for construction of a \$15,000 addition to the firm's plant on West Seventh Street.

Meanwhile a recently inaugurated system of renting individual cold storage lockers has proven so popular that 48 more such lockers have been installed, making 108 in all. These are rented, by month or year, for storage of meat, fish, butter, etc. Thermo valves control the temperature at any point desired.

New Company in Atlanta

Hamlett Bonded Warehouse, Inc., a new merchandise storage firm in Atlanta, has taken a ten-year lease on building at 78 Bell Street, S.W., containing 40,000 square feet of floor space. The company's incorporators are R. C. Hamlett, E. A. Hutchinson, Jr., and E. K. Hamlett. R. C. Hamlett is president.

Government Would Report on Public Cold Storage Stocks Separately If the Industry Desires Such Figures

(Washington Correspondence): If sufficient interest is evidenced by public cold storage warehouse operators, the Department of Agriculture, in compiling monthly reports on holdings of cold storage stocks, stands ready to prepare separate listings which would set up packers' storage stocks in one column and those of commercial operators in another, with comparative figures on past occupancy.

This should show the warehousemen where they are heading with respect to this field of operation.

At present the monthly reports, edited by A. G. Braxton and issued by the Bureau of Agricultural Economics, cover both packers' cold storage stocks and those of public warehouses but they are so combined as to make almost impossible a break-down to show commercial storing separately. In some instances, notably Swift & Company's Chicago plant, a packer's cold storage warehouse is combined with public warehousing, further complicating the picture in so far as commercial occupancy is concerned.—(James J. Butler.)

Connecticut Group Tables Plan for State Regulation of Warehousing

A proposal that the Connecticut Warehousemen's Association seek enactment of warehouse regulatory legislation by the State, embodying rate provisions and a public convenience and necessity clause, was laid on the table at the association's Sept. 10 meeting at New Haven. The proposal met vigorous opposition from several members. It was voted to watch the operation of Federal and State trucking regulation for a period and determine how it affected the business before seeking legislative control of storage.

The association will hold its annual meeting on Oct. 8 at the Oasis Club in East Hartford.

AWI Issues New Directory

Associated Warehouses, Inc., have issued a new directory of the warehouses served by that organization. In a neatly printed and illustrated booklet of 64 pages, and bound in a heavy gray cover stock which simulates leather, space is given to a discussion of the facilities offered and territories served by the individual AWI warehouses. Listed on the centerspread are the many advantages accruing to a shipper using the public warehouse in the distribution of his products. The size—4 in. x 9 in.—is suitable for slipping it into the pocket or into one of the compartments of a desk drawer.

This directory should find a ready place and prove a helpful adjunct to every traffic manager.

Accompanying each copy of this directory—entitled "Good Warehousing"—sent to possible prospects of AWI service, is a letter from the organization's president, Paul O'Dea, calling attention to the booklet with a few words in favor of public warehousing in general. A reply card is enclosed for those wishing additional information.

Rail Carriers to Finance Publication of Eastman's "Public Aid" Analysis

(Washington Correspondence): Railroads will finance completion and publication of former Coordinator Joseph B. Eastman's report on public aid given directly or indirectly to the various forms of transportation—railroads, water lines, trucking, and air carriers—with the expectation that the report will officially establish that the rails are the "step-children" when it comes to assistance from the public pocketbook.

When the office of Coordinator was abolished by

Congress, with 90 days allowed to pick up loose ends, sufficient funds were on hand to pay for completion of this report and another on labor standards of the transportation agencies other than the railroads. These studies had been instituted, among other reasons, because of the oft-repeated claim by the railroads that they are subjected to unfair competition as the result of public aid given, in one way or another, to their competitors and because of low labor standards said to be maintained by certain of these competitors.

The claim had been sharply disputed, and with the following statement of forewarning, Mr. Eastman proceeded to the study: "It is not to be expected that it will put an end to the controversies, but certainly it will afford the country a much better factual basis than is now available on which to predicate conclusions."

Nearing completion of the reports, Mr. Eastman was confronted with the action of Congress doing away with his job and, in the opinion of Comptroller General J. R. McCarl, making it unlawful for him to use the balance on hand for publication of the document. Railroads, still intent on bringing about a disclosure of the competitive picture, agreed to advance funds which will be returned to them when rebatements of the Coordinator's balance are made. Each road participating will advance an amount estimated to be equivalent to that which is due to be returned to it when the bookkeeping is completed. The total is about \$18,000.—(James J. Butler.)

Clem Johnston On National Committee Which Will Study Price Regulation

Governmental efforts to regulate prices and conditions in the field of domestic distribution will be reviewed by a special committee as part of the current year's program of the Chamber of Commerce of the United States. The Robinson-Patman Act and various Congressional proposals relating to price discriminations will be given consideration.

The committee appointed includes Clem D. Johnston, president of Roanoke Public Warehouse, Roanoke, Va., and who is a member of the Chamber's Domestic Distribution Department. Mr. Johnston is a member of the executive committee of the merchandise division of the American Warehousemen's Association.

Also a committee member is Paul S. Willis, president of the Associated Grocery Manufacturers Association of America, members of which use public warehouses for distribution.

READ THIS AGAIN

When you sell goods for unpaid storage charges, examine contents carefully and

SET ASIDE STAMP COLLECTIONS AND EARLY ENVELOPES!

They may include valuable philatelic items!

Don't sell them with the other goods. Let me appraise them—without cost to you—and make you a CASH offer.

Send charges collect with your price.



Lots returned prepaid in case of no deal.

An old stamp collection might be worth more than all the other second-hand goods you are selling!

ALBERT C. BUTZEN

1542 Broadway, Detroit, Mich.
Life Member No. 303 A.P.S.

Method of Preserving Milk in Sealed Tanks Is Subject of Official Inquiry

(Washington Correspondence): The Department of Commerce is making inquiries into a method of preserving milk and other dairy products which, experience has shown, makes it possible to store these foods for several months without loss of wholesomeness.

The process, patented in Germany, is said to be simple—oxygen being added to milk under low pressure. Milk so treated is stored in air-tight containers made on the soda-water siphon principle.

Last April sealed tanks of oxygenated milk were distributed to British and Dutch vessels for test, and on July 14 one of these ships returned to a Dutch port with the report it had presented the inhabitants of Capetown with fresh milk from Holland. Some of the milk, still drinkable, was returned to the country of origin after a sea voyage of 15,000 miles, when it was determined it could still be made into butter, the report states.

While the Department of Commerce has not investigated the inventor's claims or looked into the economics of the reported discovery, tests conducted under official German control are said to prove that raw milk preserved by the new process for a period of two months was found to be in excellent condition, the food value and taste being in no way impaired, and that the product deviated in no way from standard full-milk as regards chemical and bacteriological constituency.

It is believed in Germany, the report states, that the preserving process will have considerable effect upon the milk distributing trades, especially in spreading the supply of fresh milk and butter from months of heavy production to periods during which the output is low. It is expected also to be of great benefit in making "fresh" milk available on ships embarked on long ocean voyages.

The container is said to be relatively inexpensive and adaptable to use in hospitals, hotels, restaurants, and in other establishments where large quantities of milk are required, the Consul reported.—(H. M. Manning.)

PWA Will Help Finance Cold Storage and Pier for Gloucester Fishermen

(Washington Correspondence): The much storied Gloucester fisherman whose battle against the sea has become an American saga is to have new and modern facilities for handling his hauls, through assistance by the Public Works Administration.

A State Fish Pier, including a freezing and cold storage building, refrigeration and ice-making equipment so that the haul of the Gloucestermen may be packed, fresh from the sea, to grace the table on the Plains, is to be constructed with the aid of a Public Works Administration grant of \$540,000.

The pier, which Massachusetts has been asking for years to build, will be constructed at a cost of \$1,200,000. It will be built at the middle of the Gloucester waterfront, on Wharf Street at Pearce and Water Streets,

Position Wanted

BY man who has had fifteen years' experience as superintendent and traffic manager in the household furniture and automobile storage warehouse business.

Thoroughly acquainted with all details of warehouse. Also understands the handling, storing and packing of furniture, and loading of vans. Capable of managing help to advantage.

Would consider position anywhere.

Address Box Q-933, care of **Distribution and Warehousing**, 249 West 39th Street, New York City.

and will replace the existing wharves and buildings which are for the most part antiquated. Berths are to be dredged and a stone bulkhead and wharf constructed.

The ice-making, freezing and cold storage plant will be built across the outer end of the pier. It will be of modern, fireproof, of brick, concrete and steel construction. Two lines of stores are to be built along either side, with administration building, ship chandlers and outfitter stores at inner end.

The freezing plant will be capable of freezing 120,000 pounds of fresh fish daily. One million pounds can be cared for in the cold storage plant. On the first floor will be receiving, cutting, brining, ice-making, shipping and compressor and machine rooms, lockers and office. The freezing and storage rooms will be insulated with cork.

The pier will be 280 feet wide, extending outward for 520 feet. Berths along either side will be dredged to a depth of 15 feet below mean low water.—(George H. Manning, Jr.)

Trask Elected President of A.W.A. Cold Storage Group

A recent meeting of the executive committee of the Association of Refrigerated Warehouses, a division of the American Warehousemen's Association, H. L. Trask, manager of United States Cold Storage Company, Kansas City, was formally elected the division's president in succession to the late Harry S. Hall of Detroit. Mr. Trask was the group's vice-president.

G. F. Nieman, president of Union Storage Company, Pittsburgh, was chosen vice-president, succeeding Mr. Trask. Mr. Nieman had been the division's treasurer.

C. Goodfellow, president of Texas Ice & Refrigerating Co., Fort Worth, and a member of the executive committee, was elected treasurer and automatically becomes a member of the general board of the American Warehousemen's Association.

The cold storage division's new president, Mr. Trask, was born in Chicago in 1888 and has spent virtually his entire business career in the refrigeration field. He entered the employ of Western Cold Storage Co., Chicago, in 1910 and served there as superintendent for eight years. In 1922 he became affiliated with United States Cold Storage Company and was immediately sent to Kansas City, where he took over the duties of general superintendent. For the past seven years he has been manager.

Mr. Trask is a member of the Kansas City Chamber of Commerce, Kansas City Cooperative Club, Kansas City Safety Council, Blue Hills Country Club and other organizations.

Doggett Joins Brooks Co. as Its Superintendent

Announcement is made by Brooks Transfer & Storage Co., Inc., Richmond, Va., that D. U. Doggett has been appointed superintendent. Growth and expansion of the Brooks business, according to a statement issued by the company, necessitated a division of duties and responsibilities and duties in the warehouse and Mr. Doggett was added to the staff to make this possible.

Mr. Doggett has had fourteen years' experience in warehousing, having been associated with W. Fred Richardson Security Storage Corporation, Richmond.

A.A.A. Would End U. S. Excise Taxes

(Washington Correspondence): The American Automobile Association has announced it will file a demand for permanent repeal of all Federal automotive excise taxes when Congressional committees begin studying revision of the tax structure.



Modern Design — Better Appearance

**75 Years of Building Just Good
Bodies—Nothing Else!**

THE GERSTENSLAGER CO.

"America's Van Body Builders"

Established 1860

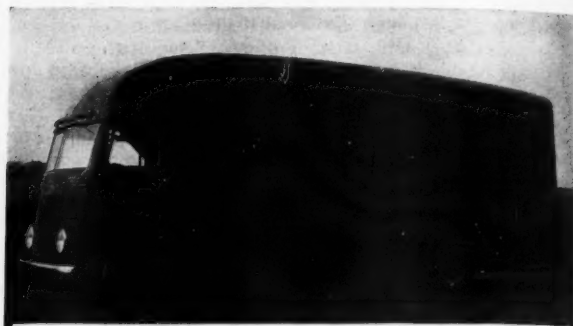
WOOSTER

OHIO

Many Accept No Substitute

for Gerstenslager-Built Bodies, knowing that they assure more strength with less weight, last longer and cost no more.

Let us quote you on your next van.



Superior Construction—

Complete Reliability

IN THE CENTER OF THINGS

in SAINT LOUIS

CORONADO HOTEL

**FAMOUS FOR ITS
FINE FOODS**

SINGLE
ROOMS
WITH
PRIVATE BATH **\$250**
AND UP

SUITES OF
LIVING ROOM
BEDROOM—BATH **\$600**
AND UP

PRESTON J. BRADSHAW • DIRECTOR

JUST around the corner
from everything in down-
town Chicago. You will
appreciate the time sav-
ing convenience as well
as the home-like com-
forts of this hotel.

Write for booklet and
map of down-town
Chicago.

Bismarck
HOTEL *chicago*
*Known for
Good Food*

WHERE TO BUY



THIS department each month will keep you informed of products, supplies, etc., that you normally use in your business plus new products that are placed on the market.

We ask that you refer to the "Where-to-Buy" department and keep posted on the firms who aim to help you save and earn more in the operation of your business. Should you not find advertised in this "Where-to-Buy" department the product you wish to purchase, please write us and we will be glad to send you the maker's name and address. Our desire is to serve you in every way we can.

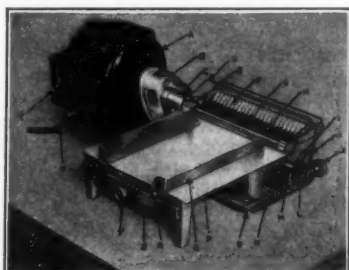


NEW PRODUCTS

High Speed Labeling Machine

A NEW low-priced label paster, model 37, which puts glue on labels at a speed of 1/10 second for a 2-in. label, 1/6 second for a 3-in. label and 1/3 second for a 6-in. label.

All removable parts are held firmly in place when the motor is running, but lift off freely for cleaning when the motor stops. The thickness of the glue applied to the labels can be controlled to less than 1/1,000 of an inch by adjusting a convenient thumb screw which has automatic compensating



springs to control different consistencies of glue. A thumb screw is also used to adjust the guides which hold the labels in line for rapid feeding through the machine.

Oilless bearings are used on all shafts. All parts are interchangeable and those touching glue are of rustless metals such as stainless steel, aluminum and bronze. The machine operates from any light socket and is mounted on rubber feet which hold it firmly in place. Made by the Alsop Engineering Corp., 39 W. 60th St., New York City. *Distribution and Warehousing.*

Ammonia Meter for Cold Storage

A NEW ammonia meter to aid the operators of ice plants, cold storage warehouses and all others using ammonia as a source of refrigeration, to produce on a more efficient basis.

Performance may be checked accurately over any desired period of time. By measuring the amount of liquid anhydrous

WHERE TO BUY

BLOTTERS (Advertising)

Reply-O-Blotters, 225 Varick St., New York City.

Helping DISTRIBUTION Keep Step with Production!



● Many business men believe that merchandise, because it is on shelves or in warehouses of jobbers, distributors, or dealers is **SOLD!** But—the modern business man knows that until the ultimate consumer buys, his merchandise regardless of distribution, is **NOT SOLD!**

● The **REPLY-O-BLOTTER** is an ideal "Prospect-Selector," designed to produce replies. Used as a sales help, it will hammer home your story day after day, week after week—and when the psychological moment arrives, the cleverly **BUILT-IN REPLY CARD**, requiring no signature and no postage, will be returned as an inquiry or an order.

● Decide now to make a test. Put a few thousand **REPLY-O-BLOTTERS** on the desks of a few thousand prospects and then watch distribution keep step with production!

For Free Samples Write Direct to

REPLY-O-BLOTTERS
BUY THEM FROM YOUR PRINTER
225 VARICK STREET NEW YORK, N. Y.

BODIES (Van)

Gerstenslager Co.; Wooster, Ohio.

(See advertisement elsewhere in this issue.)

Herman Body Co., 4420 Clayton Ave., St. Louis, Mo.
(See advertisement elsewhere in this issue.)

BRINE

Solvay Sales Corp.; 40 Rector St., New York, N. Y.
(See advertisement elsewhere in this issue.)

COVERS (Piano)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.
(See advertisement elsewhere in this issue.)

Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)

New Haven Quilt & Pad Co.; 80-86 Franklin St., New Haven, Conn.
(See advertisement elsewhere in this issue.)

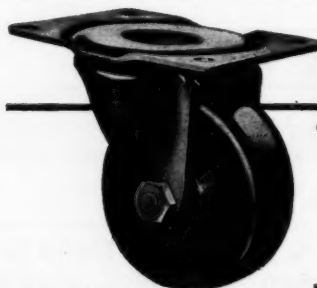
Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)

Self-Lifting Piano Truck Co.; Findlay, Ohio.
(See advertisement elsewhere in this issue.)

CASTERS (Truck)

Bassick Co.; 38 Austin St., Bridgeport, Conn.

Fairbanks Co.; 398 Lafayette St., New York, N. Y.
(See advertisement elsewhere in this issue.)



No. 3616 or 3619 steel ball bearing swivel with Atlasite or Baco composition wheels.
THE IDEAL DOLLIE CASTERS

Bassick

TRUCK CASTERS

Over 456 sizes and types, from 2" to 10" diameter wheels—for every class of service.

THE BASSICK COMPANY
Bridgeport Connecticut

CORDAGE

J. E. Fricke Co., 40 North Front St., Philadelphia, Pa. (Flat)
(See advertisement elsewhere in this issue.)

Powers & Co.; 26th & Reed Sts., Philadelphia, Pa. (Flat)
(See advertisement elsewhere in this issue.)

COVERS (Truck)

(Tarpaulins)

Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.
(See advertisement elsewhere in this issue.)

Powers & Co.; 26th & Reed Sts., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)

DOLLIES

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)

EXTINGUISHERS (Fire)

Solvay Sales Corp.; 40 Rector St., New York, N. Y.
(See advertisement elsewhere in this issue.)

FANS (Industrial Ventilation)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
(See advertisement elsewhere in this issue.)

FURNITURE TIE

J. E. Fricke Co., 40 North Front St., Philadelphia, Pa.
(See advertisement elsewhere in this issue.)

ammonia consumed in producing a given number of tons of ice or refrigeration in the plant and comparing it against known characteristics of ammonia for the same pressure and temperature, the efficiency of the system can be determined. Insufficient or dirty evaporating surfaces, faulty compressor



operation, and excessive heat leakage are some of the faults most often discovered as a result of this metering method.

The meter is made of heavy cast iron case with flange connections. All the working parts are made of materials tested in the laboratory and proved to be resistant to the action of liquid anhydrous ammonia. The register is of the straight reading totalizing type, recording in pounds. The diameter of register dial is graduated in units of pounds, about which a test pointer revolves, indicating 100 pounds per complete revolution. Made by the Pittsburgh Equitable Meter Co., 400 No. Lexington Ave., Pittsburgh. Distribution and Warehousing.

New Cushion Wrapper Called "Corroflex"

A NEW flexible cushion wrapper, called "Corroflex" has been designed for the protection of all types of products. It combines the cushion qualities of corrugated with the toughness of heavy Kraft wrapping paper. It is made by securely joining a corrugated sheet to the paper with clean, vegetable paste. There is no silicate to scratch or mar the products wrapped.

The wrapper will fold around corners and over sharp edges snugly so that the use of an additional outside wrapping is not necessary.

Can be supplied in rolls, 9 by 5 inches in width and sheets cut to specification. There are two weights—light and heavy. Made by the Sherman Paper Co., 9 Sumner St., Newton Falls, Boston. Distribution and Warehousing.

Des-Tex Moth Destroyer, Cleaner, Deodorizer

DEVELOPED and perfected in a subtropical locale by an organization whose business for years has been the care and preservation of textiles. Des-Tex, by impregnating the keps of the yarn in rugs and fabrics, not only destroys the larvae already existent, but also prevents future attack by making the larvae food element unpalatable.

Contains an active chemical ingredient which prevents formation of fungus growth by making the material to which it is applied unfit as a "culture."

Des-Tex, by its cleansing action and germicidal nature, has a strong sterilizing action. It also tends to remove and neutralize bad odors by destroying fungus matter, the hidden cause of that "musty" smell.

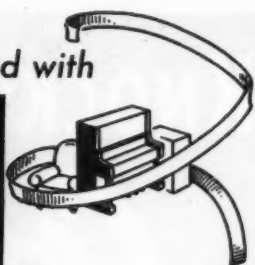
It also cleans while it works, will not stain or harm the most delicate fabric. It is also claimed not to affect fugitive colors. For further information, write E. N. Mathews, Research, Inc., 1001 Washington Ave., Miami Beach, Fla. Distribution and Warehousing.

Simplex Automatic Time Recorder

A NEW 100 per cent automatic time recorder which permits one-handed operation when the other hand is carrying packages, etc. It is only necessary to insert the card until it touches the electrically operated registering plate, and the record is made. Having no levers or knobs, the machine is tamper-proof. The time is stamped in clear-cut, easily read figures. Maker, Simplex Time Recorder Co., Railroad Sq., Gardner, Mass. Distribution and Warehousing.

You must be satisfied with

**BULL DOG
BLUE
STREAK
FLAT CORDAGE**



It's
Guaranteed

to be the **BEST FURNITURE TIE**
you ever used . . . or return it for
full credit.

Bull Dog BLUE STREAK is Strong—over 1000 lbs.
Tensile Strength: Soft—cannot scratch, burn or
stretch: Flexible—ties and unties easily: Economical—wears indefinitely. Pays for itself many
times over by lessening damage.

Stays Flat—Cannot Curl—2 inches wide.
Insist on the best . . . it costs you less—Specify
Guaranteed Bull Dog BLUE STREAK Flat Cordage.

THE J. E. FRICKE CO.
40 North Front Street, Philadelphia, Pa.
Mills: Hulmeville, Pa.

Send for Free Samples and Low Prices

INSECTICIDES

Barrett Co.; 40 Rector St., New York, N. Y.
Liquid Carbonic Corp., 3165 So. Kedzie Ave., Chicago, Ill.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)



**POSITIVE METHOD OF
INSECT CONTROL!**

No insect, its eggs, larvae or pupae can
survive fumigation with Proxate. Penetrates porous
coverings . . . no odor, taint or residue. Not
dangerous to humans . . . non-flammable . . . non-
explosive. Easy to use. Write for Proxate Booklet
THE LIQUID CARBONIC CORPORATION
3165 South Kedzie Avenue, Chicago, Illinois

PROXATE

NAPHTHALENE FLAKES

Barrett Co.; 40 Rector St., New York, N. Y.
White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.
(See advertisement elsewhere in this issue.)

PADS (Canvas Loading)

Canvas Specialty Co., Inc.; 90 Grand St., New York, N. Y.
Fulton Bag & Cotton Mills; Box 1726, Atlanta, Ga.

Distribution and Warehousing, October, 1936

IRON HORSE

Reg. U. S. Pat. Off.

FURNITURE PADS

Always improving values
through nineteen years of
honest service.

Cut sizes 36 x 72, 54 x 72,
72 x 72, 80 x 72.

Write for prices and
samples.

Van Linings
Grand Covers Tietape

CANVAS SPECIALTY CO., Inc. 90 Grand St., N. Y. C.



Fulco

gilt-edge

**FURNITURE
PADS**

**and
TARPAULINS**

The best buy in Furniture Pads on the market today! FULCO is the
quality pad with our special non-lump filler and reinforced Fulco Gilt Edge
webbing ends. You will find FULCO PADS a real economy for both truck
and warehouse use—give better protection—last longer.
Write today for 1936 prices on FULCO PADS, FULTEX and SHUREDRY
TARPAULINS (standard weather protection equipment for open trucks),
REFRIGERATOR COVERS, RADIO COVERS, WIPING CLOTHS,
BURLAP, and WRAPPING TWINE.

Fulton Bag & Cotton Mills

Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS
MINNEAPOLIS BROOKLYN NEW ORLEANS KANSAS CITY, KAN.

New Haven Quilt & Pad Co., New Haven, Connecticut
We Would Like To Share In Your 25th Anniversary Special

25 Dreadnaught Pads for the Price of 2 Dozen

DOZ. 36 x 72 In. cut size @ \$12.50 Doz.

DOZ. 54 x 72 In. cut size @ \$18.50 Doz.

DOZ. 72 x 72 In. cut size @ \$22.50 Doz.

DOZ. 72 x 80 In. cut size @ \$23.50 Doz.

TERMS: 2% Cash 10 days, Net 30 days on approved credit
(or 3% C. O. D.) F.O.B. New Haven, Conn.



Name

Address

City

State

PADS (Canvas Loading)—Continued

Louisville Bedding Co.; Preston & Market Sts., Louisville, Ky.
New Haven Quilt & Pad Co.; 80-86 Franklin St., New Haven, Conn.

(See advertisement elsewhere in this issue.)

Powers & Co., 26th & Reed Sts., Philadelphia, Pa.

PIONEER VAN PADS



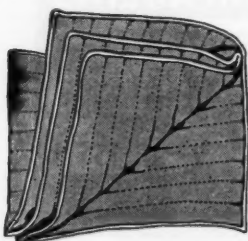
●Are more economical. Safer and the surest travel insurance.

Made of new cotton and jute. Covered with heavy cotton drill and zig zag stitched to prevent slipping and packing.

In addition to Van Pads there are form fitting Pioneers to fit all pieces of furniture. Cut size 72"x80" Pioneer Van Pads \$23.00 per doz.

LOUISVILLE BEDDING COMPANY, Inc.

Preston & Market Sts.
LOUISVILLE, KY.



POWCO FURNITURE PADS

CUT SIZE { 72 x 36"
72 x 54"
72 x 72"
72 x 80"

Quality pads, extra heavy cover, bound on all four sides, which means twice the service; lock-stitched, not chain stitched, prevents raveling.

Filler laid one way, stitched the opposite, prevents "thinning out" or "jumping." Made with cotton filler, gives extra thickness and permanent body.
Furniture Tape, 1½" wide, Rolls of 27 yards.

**Tarpaulins
Truck Covers
Awnings**

**POWERS & CO. REED ST. 25TH TO 26TH
PHILADELPHIA**

PAPER (Moth Proofing)

White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.

PAPER (Tar)

White Tar Co.; Dept. W., Belleville Turnpike, Kearny, N. J.

PIANO DERRICKS AND TRUCKS

Fairbanks Co.; 308 Lafayette St., New York, N. Y.

(See advertisement elsewhere in this issue.)

Self-Lifting Piano Truck Co.; Findlay, Ohio.

(See advertisement elsewhere in this issue.)

REFRIGERATION (Truck Body)

Fruehauf Trailer Co., 10940 Harper Ave., Detroit, Mich.

(See advertisement elsewhere in this issue.)

International Harvester Co. of Am.; 606 S. Michigan Ave., Chicago, Ill.

Liquid Carbonic Corp., 3165 S. Kedzie Ave., Chicago, Ill. (Carbon Dioxide)

(See advertisement elsewhere in this issue.)

Mack Trucks, Inc., Anable Ave. & 34th St., Long Island City, N. Y.

TIRES (Industrial Truck)

General Tire & Rubber Co.; E. Market St., Akron, Ohio.

Goodrich Rubber Co., B. F.; Akron, Ohio.

Goodyear Tire & Rubber Co., 7144 E. Market St., Akron, Ohio.

KNOCKS MOTHS Cold!

Use any tight space in your warehouse and liberal quantities of . . .

WHITE TAR NAPHTHALENE BALLS or FLAKES

Available in boxes, cartons, barrels.

Write for Prices Today



**THE WHITE TAR COMPANY
OF NEW JERSEY, INC.**

(A Subsidiary of the Koppers Co.)

Belleville Turnpike

Kearny, N. J.

TIRES (Motor Truck)

General Tire & Rubber Co.; E. Market St., Akron, Ohio.

Goodrich Rubber Co., B. F.; Akron, Ohio.

Goodyear Tire & Rubber Co., 7144 E. Market St., Akron, Ohio.

TRAILERS (Motor Truck)

Fruehauf Trailer Co.; 10936 Harper Ave., Detroit, Mich.

(See advertisement elsewhere in this issue.)

General Motors Truck Co.; Pontiac, Mich.

Herman Body Co., 4420 Clayton Ave., St. Louis, Mo.

(See advertisement elsewhere in this issue.)

TRUCKS (Hand)

Fairbanks Co.; 308 Lafayette St., New York, N. Y.

(Lift, platform and stevedore)

(See advertisement elsewhere in this issue.)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.

(See advertisement elsewhere in this issue.)

Self-Lifting Piano Truck Co., Findlay, Ohio. (Special plans)

(See advertisement elsewhere in this issue.)

Profit is the yardstick of success—

Sales are the yardstick of profit—

Advertising is the basis of sales.

TRUCKS (Refrigerator)

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.
Self-Lifting Piano Truck Co.; Findlay, Ohio.

The DAYTON CARRIER TRUCK

Deliver your Refrigerators on Rubber

Will Not Mar—Speeds Delivery

Two sizes—Type X with 53 inch handles and 8 inch rubber wheels—Type Y with 70 inch handles, 8 inch rubber wheels and skids.

Type X with one strap.....\$17.00

Type Y with one strap..... 18.50
f.o.b. Dayton

International Engineering Inc.

Dayton, Ohio

15 Park Row, N. Y.

**SELF-LIFTING
PIANO TRUCK CO.
FINDLAY OHIO
SINCE 1901**

Caster
X-75 Truck

Handles all refrigerator cabinets easily and safely without damaging cabinets, floors, walls and woodwork. Avoids injuries to workmen. All-steel, reinforced, welded construction. Rubber tired wheels. Ball-bearing swivel casters on one end eliminate lifting when guiding or making right angle turn in narrow hallways. Per set, \$39.50.

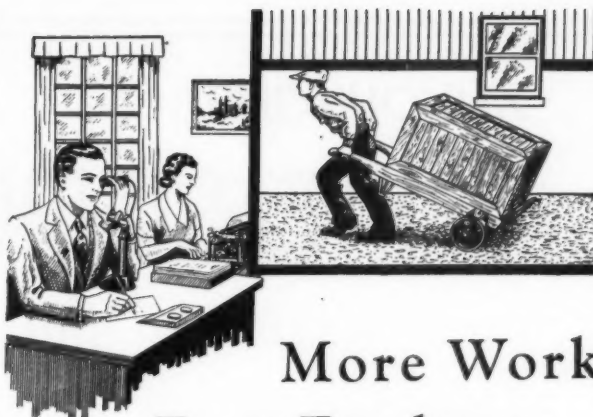
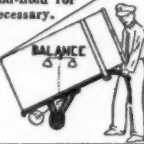
102 BALANCE REFRIGERATOR TRUCK

Retractable wheels allow lifting and carrying all refrigerators, stoves, boxes, etc., in perfect balance. Strap provides hand-hold for stair work. Wheels in handles make ramps unnecessary.

Only felt pads touch cabinet. \$23.00.

BUCKEYE SILL PIANO TRUCK

Balances and turns without lifting. Handles uprights, grinds and baby grinds safely. \$39.



More Work
From Employees..
Less Cost For Upkeep

The din and crash of iron-wheeled hand trucks, as they roll over bumpy floors, is a costly drag on business—puts nerves under a constant strain—brings on fatigue—interferes with efficiency and work of operators as well as office help.

Put Fairbanks Rubber-tired Roller Bearing Wheels on your old hand trucks and stop the costly noise-tax on your business as well as the wear on trucks and floors. They fit any make of truck and cost but little.



Fairbanks RUBBER-TIRED WHEELS

are made of new live rubber and wear indefinitely. They are guaranteed to stay on wheels.

If you need new hand trucks, don't fail to see the improved Fairbanks line. They are practically everlasting. Every part subject to excessive wear is easily renewed at small cost.

Fairbanks Hand Trucks have steel straps on both front and back of the well-seasoned wooden frame. Legs and braces are steel. Pressed steel crossbars are set flush into the frame, eliminating mortises. Nose iron fits over the handle strap and is easy to replace. Made in types for practically every requirement.

Write for Catalog 955

THE FAIRBANKS COMPANY

398 Lafayette Street

New York, N. Y.

Valves, Hand Trucks, Wheelbarrows and Dart Unions

Boston, Pittsburgh—Distributors in Principal Cities

Factories: Binghamton, N. Y.; Rome, Ga.



WHEELS (Industrial Truck)

Fairbanks Co.; 398 Lafayette St., New York, N. Y.

International Engineering, Inc., 1145 Bolander Ave., Dayton, Ohio.

WORK SUITS AND UNIFORMS

Hart Mfg. Co.; 16 E. Livingston St., Columbus, Ohio.

UNIFORMS

Adopt a standardized uniform for your men—they cost less than ordinary clothes.

UNUSUAL ADVERTISING

Write Dept. No. 8 For Our Catalog, It's Free

HART UNIFORMS ARE BUILT FOR SERVICE

HART MFG. CO.
COLUMBUS, OHIO



ANNOUNCING

AN EASTERN CONFERENCE OF

For Discussion of Their

In New York City, Early in December

REPRESENTATIVES of many leading distributors who are users of public merchandise cold store warehouses have already signified their intention of attending.

Sales and traffic managers will lead discussions of major questions which are mutually of interest in the effort of bettering the job of routing products economically through public warehousing channels.

These problems include, as examples, the following ones suggested by traffic men specifically for consideration at this Conference:

1. *A Wider Spread Between C.L. and L.C.L. Rates.*

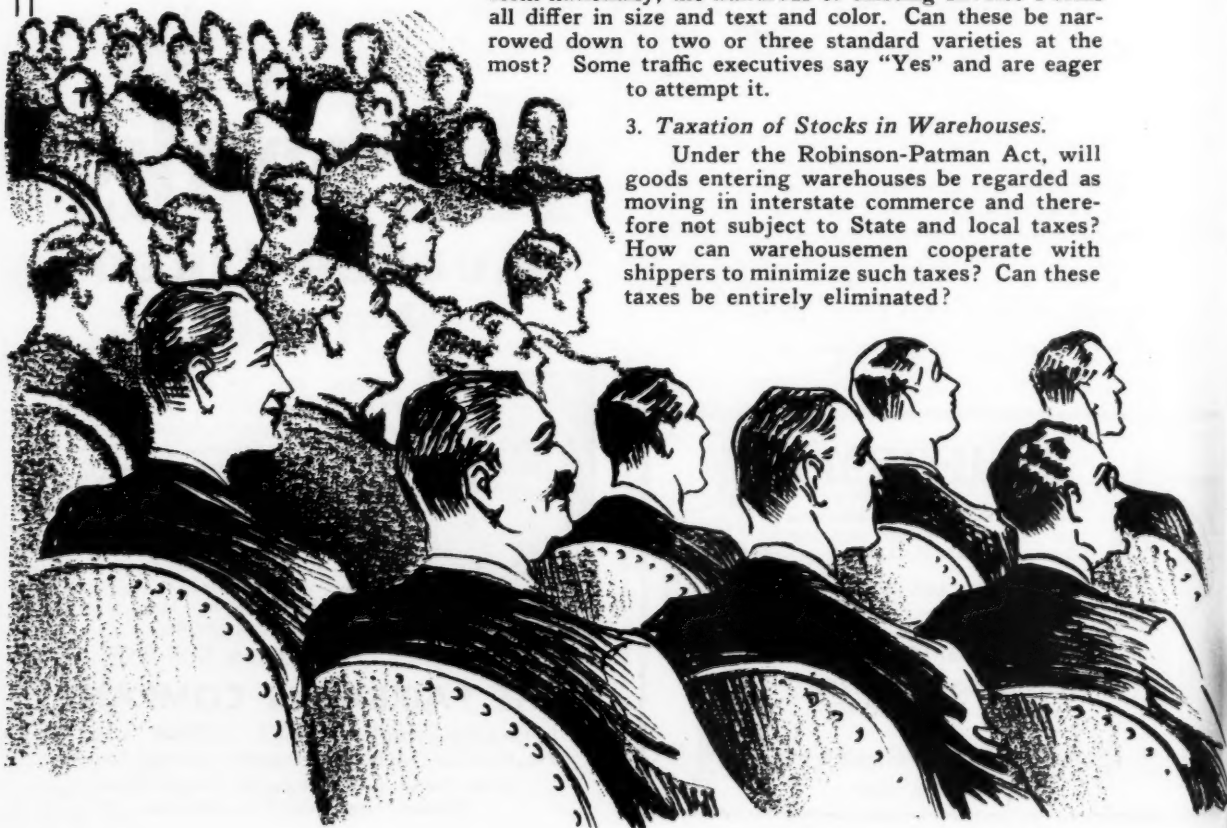
Would it be possible, through shippers and warehousing working in coordination, to bring about a change in Rule 10 of the Official Classification?

2. *Standardization of Invoice Form.*

While the Warehouse Receipt document has been simplified and made uniform nationally, the hundreds of existing Invoice Forms all differ in size and text and color. Can these be narrowed down to two or three standard varieties at the most? Some traffic executives say "Yes" and are eager to attempt it.

3. *Taxation of Stocks in Warehouses.*

Under the Robinson-Patman Act, will goods entering warehouses be regarded as moving in interstate commerce and therefore not subject to State and local taxes? How can warehousemen cooperate with shippers to minimize such taxes? Can these taxes be entirely eliminated?



OF SALES AND TRAFFIC EXECUTIVES

Warehousing Problems

Sponsored by Distribution and Warehousing

(Details as to dates and hotel arrangements will appear in the November "D and W")

(Continued from previous page)

4. The Social Security Act Taxes.

These New Deal assessments will affect the warehouse operators, who have reached no agreement as to whether to absorb them or to pass them on to their customers, the distributors. The decision, whatever it may be, will affect your cost of doing business.

5. Trucking versus Spot Stocks.

Long distance motor transport of your products is not necessarily economical. A leading warehouseman who was a member of the NRA Code Authority will tell you why.

6. Service and Rates.

Payment of equitable storage and handling charges for proper service counts in the long run, because it is inevitable that rate chiseling lowers warehousing standards. This problem merits your timely attention.

* * *

WHAT OTHER SUBJECTS DO YOU THINK OUGHT TO BE DISCUSSED?

WHAT WOULD YOU LIKE TO SEE PLACED ON THE PROGRAM?

Please send your suggestions, now, to *Distribution and Warehousing*, attention of Kent B. Stiles, Editor, at 249 West 39th Street, New York City.

AND WRITE US SAYING YOU WILL ATTEND.

Banquet

Orchestra

Entertainment





Taxes can make us all "LAND POOR"

WHAT do we mean when we say a man is LAND POOR?

We mean that his regular expenses are EATING HIM UP. We mean his overhead is TOO HIGH. He may do as well as the next man in a good year. But when a BAD YEAR comes, he goes DOWN AND OUT.

We used to think a man couldn't be LAND POOR if he owned his farm outright. We thought just so long as he had no mortgage interest to pay, he could get by.

But that was BEFORE TAXES WENT UP. There's land all over the country today that a man can't afford to take as a GIFT. Even if he owned it clear, TAXES would prevent him from making a living out of it. TAXES have made fair land worse than worthless, and TAXES have made good land WORTH LESS than it should be.

You could stand land taxes IF THEY WERE ALL YOU HAD TO PAY. But taxes are also hidden in everything you buy. Our national tax bill equals 1/3 of what is spent in STORES. GASOLINE for your car averages 40% to 60% taxes. GOVERNMENT SPENDING NOW EQUALS ALMOST 1/3 OF OUR NATIONAL INCOME.

For years the tax-grabbing politicians have

been RIDING the farmer and the city worker alike. Total expenses of government now equal \$517.00 A FAMILY. Probably 1/3 of this is WASTED — or \$166.00 yearly per family. IS THIS WORTH SAVING?

Let's stop government waste. Let's replace every tax grabber—no matter what party he belongs to—with a wise, careful lawmaker. Hard-working citizens in city and country can do it if they will TEAM TOGETHER in a non-partisan effort. Here are two things you can do RIGHT NOW. They can't do any harm, and if everybody works together, they can do AN IMMENSE AMOUNT OF GOOD.

MAKE THIS RESOLUTION—"I will oppose every political candidate who cannot prove that he has used all his influence to reduce government expenditures."

WRITE THREE LETTERS—one to your County Clerk, one to your Governor, one to the President of the United States. Say, in each letter, just this: *"I want the cost of government reduced."*

REGISTER—VOTE—Give your support to candidates, regardless of party, who WILL cut the waste out of government.

Space for this message is provided by Distribution and Warehousing because of a firm conviction that a reduced cost of government is vital to the interests of all its readers

N. F. W. A. Sketches

At top of news columns on pages which follow will be found a series of caricature drawings. They are of delegates who attended the summer convention of the National Furniture Warehousemen's Association at Wawasee, Ind., in July, and were made by Lew Merrill, Chicago newspaper artist.

Further such caricatures will be published next month.

A.W.A.'s 1937 Convention at Drake Hotel, Chicago, Feb. 3-6

DATES and hotel for the 1937 convention of the American Warehousemen's Association have been announced by the group's general secretary, Wilson V. Little, of Chicago.

The Hotel Drake in Chicago is the place, and the dates are Feb. 3 to 6, Wednesday to Saturday inclusive.

Delegates will begin to assemble several days earlier, as Monday and Tuesday will be devoted to various executive committee meetings and to the annual gatherings of the various "chain" organizations with which A.W.A. members are identified.

The American's first general session of the merchandise and cold storage division will be held on Wednesday, and the concluding one on Saturday. On Thursday and Friday the divisional meetings will be in progress. This is the customary arrangement.

The American at its Atlantic City gathering last February selected Chicago as the 1937 convention city.

John H. Smith Heads the Central New York Group

The Central New York Warehousemen's Club held its annual election of officers on Sept. 26 at the Onondaga Hotel in Syracuse. John H. Smith, president Jones-Clark Trucking & Storage Co., Inc., Utica, was chosen president, succeeding Ray M. King, president King Storage Warehouses, Inc., Syracuse.

Karl S. Schuman, treasurer Great Northern Warehouses, Inc., Syracuse, was reelected treasurer. William H. Coleman, general manager Murray Warehouse Co., Inc., Utica, is the new secretary, succeeding William J. Connor, secretary Plagg Storage Warehouse Co., Syracuse.

A New Coffee Storage Firm in New Orleans

John Dupuy, widely known in the coffee industry, has organized in New Orleans the Dupuy Storage & Forwarding Corp., which will specialize in importation, storage and distribution of that product. The firm has leased a fireproof and sprinklered building with 50,000 square feet of floor space at 400-410 South Peters Street, with switch track facilities.

Rapid Co. Builds in Portland

Construction has begun in Portland, Ore., on a warehouse and garage for Rapid Transfer & Warehouse Co., on Kearney Street between 13th and 14th Avenues. The building, to supplement facilities at the present warehouse at 630 Northwest 10th Avenue, will be of concrete construction, 100 by 100 in size, one story. Trackage is provided along the 13th Avenue side, while a tailgate platform will front on Kearney Street.

BIRMINGHAM, ALA.

1880 — 1936
Over 55
Years of
Service

HARRIS

Transfer & Warehouse Co.

8 South 13th St., Birmingham
— FIREPROOF WAREHOUSES —

Merchandise and Household Goods

- STORAGE
- CARTAGE

- DISTRIBUTION
- FORWARDING

Pool Cars Handled

BIRMINGHAM, ALA.

STRICKLAND

Transfer & Warehouse Co.

1700-1702 2nd Ave. So.

General Merchandise Storage and Distribution
Pool Car Service a Specialty—Motor Truck Service
Centrally Located—Free Switching from All R.Rs.

BIRMINGHAM, ALA.



MEMBER
WAREHOUSEMEN'S
ASSOCIATION

WITTICHEN

Transfer & Warehouse Co.
Fireproof Warehouse
Household Goods and Merchandise
Agents: Aero Mayflower Transit
Company
Member of Allied Distribution, Inc.



BONDED
OFFICIAL SEAL

MOBILE, ALA.

R. P. POPE, Proprietor

COMMERCIAL TRANSFER and STORAGE CO.

A complete merchandise transfer and storage service
Bonded—On two Railroad Sidings—Free Switching


MOBILE, ALA.

Merchants Transfer Company

HEAVY HAULING—STORAGE

Pool Cars and General Merchandise—Bonded
Authorized Transfer Agents
A.T.&N., G.M.&N., L.&N., M.&O. &
Southern Railroads. Clyde Mallory S/S Co.


MONTGOMERY, ALA.



MEMBER
WAREHOUSEMEN'S
ASSOCIATION

Alabama Transfer & Warehouse Co.

Cor. N. Perry & Pollard Sts.
BONDED — FIREPROOF —
WAREHOUSE
STORAGE & DISTRIBUTION
Members N.F.W.A. — A.W.A. — So. W.A. —
A.C.W. — A.V.L.



BONDED
OFFICIAL SEAL

MONTGOMERY, ALA.

MOELLER TRANSFER & STORAGE CO.

210-220 COOSA STREET

Merchandise and Household Goods

Low Insurance Rate

Bonded

Trucking Service

Pool Car Distribution

Members: A.W.A., N.F.W.A., So. W.A.

ARIZONA

DIRECTORY OF WAREHOUSES

Distribution and Warehousing
October, 1936

PHOENIX, ARIZONA

H. W. CHAMBERS, President
Chambers Transfer and Storage Co.
301 South Fourth Avenue
Storing and Packing Moving and Shipping
Warehousing and Distribution service for merchan-
dise and furniture.
Sprinklered warehouse—Insurance rate 46c.
Member—N. F. W. A.

PHOENIX, ARIZONA

The Lightning Moving &
Storage Co.
**TRANSFER
AND
STORAGE**

Storage capacity 68,000 sq. ft. General receiving and
forwarding agents. Pool car distribution our specialty.

TUCSON, ARIZONA

Tucson Warehouse & Transfer Co.
POOL CAR DISTRIBUTORS
FIREPROOF STORAGE
110 East Sixth Street Tucson, Arizona

FORT SMITH, ARK.

W. J. ECHOLS, Jr. President W. J. ECHOLS Vice-President J. MONTAGUE WILLIAMS Manager
ARKANSAS WAREHOUSE COMPANY
General Merchandise Storage. Forwarding.
Pool Car Distribution.
55,000 Square Feet Floor Space.
Modern Fire Proof Building. Sprinkler Equipped.
Lowest Insurance Rate.
On St. Louis, San Francisco Railroad Reciprocal Switching.

LITTLE ROCK, ARK.



Commercial Warehouse Co.
801-7 East Markham Street
A Complete Branch House Service
Fireproof Sprinklered - - Low Insurance
Private Railroad Siding - - Quick Service

REPRESENTED BY
ALLIED DISTRIBUTION INC.
CHICAGO
ST. LOUIS
NEW YORK
SAN FRANCISCO
LOS ANGELES

LITTLE ROCK, ARK.



NEW TERMINAL WAREHOUSE CO.
LITTLE ROCK ARKANSAS
Member American Warehousemen's Association
American Chain of Warehouses.

Absolutely
Fireproof
Low
Insurance
Rates
Pool Car
Distribution
Compartments
for household
Goods

LONG BEACH, CAL.

STORAGE-TRUCKING
DISTRIBUTION
FREIGHT-MACHINERY
TRUCK CRANES
RIGGING



LOS ANGELES, CAL.

PLAY SAFE—
CONSIGN
SHIPMENTS
TO BEKINS

1335 S. Figueroa St.
BEKINS
VAN & STORAGE CO.
OPERATING WAREHOUSES
IN PRINCIPAL CITIES OF CALIFORNIA

LOS ANGELES, CAL.

EFFICIENT WAREHOUSING
and DISTRIBUTION
CALIFORNIA WAREHOUSE CO.
837 TRACTION AVE.



Sprinklered Concrete
Building
Central Location
Spur Tracks
Low
Insurance
Cartage
Service
Merchandise
Exclusively

Specialist in Food Distribution

LOS ANGELES, CAL.

"Sales Minded Service"
CITIZEN'S WAREHOUSE
DISTRIBUTION AND STORAGE
1001 East First Street Los Angeles, California
Not merely a "Point of Storage and Distribution" for your merchandise.
but Active Dependable Citizens "Sales Service" A real Business Builder

LOS ANGELES, CALIF.

J. A. CLARK DRAYING COMPANY
Complete and efficient service in distribution, delivery
or storage of merchandise.
Franchise carrier between Los Angeles Harbor and the city of
100 Howard St., Los Angeles. 125 Santa Fe Ave.,
SAN FRANCISCO Established 1875 LOS ANGELES

LOS ANGELES, CAL.

AN "ASSOCIATED WAREHOUSE"
DAVIES WAREHOUSE COMPANY
GENERAL OFFICES: 164 SOUTH CENTRAL AVE.
First merchandise warehouse in Los Angeles—and STILL
the FIRST . . . Established 1893 . . . MORE THAN
ORDINARY SERVICE . . . We invite inquiries relative to
your warehouse problems.
MEMBERS: A.W.A. SINCE 1898 - - C.W.A. - - L.A.W.A.

LOS ANGELES, CAL.



N.F.W.A.—(See page 53)



Rodney S. Sprigg,
Hollywood

L. C. L. From the Editor

(Continued from page 9)

amended to cover the commodities mentioned, it would be but a simple step for a Government so minded to place within the law's scope products now customarily stored in commercial public warehouses, both dry and cold.

This may be a selfish thought, when necessity for farm relief is so definitely a national rather than a class problem. Yet warehousing knows, from tragic experience, that some Federal schemes in the past have resulted in unfair competition.

Truck-Selection Logically a Traffic Manager's Job

Walking in unexpectedly on a traffic manager seated at his desk on a recent September morn, we caught him in the very act of reading "DandW." This did not surprise us, because it so happens that he uses more than a hundred warehouses, and so naturally—

But he told us something which should interest both the motor truck manufacturers who advertise in "DandW"—they read these pages, too, as we happen to know—and the national distributors.

"We are," said this traffic manager, "about to open another factory, and we're going to have to have more trucks. I've been spending part of the forenoon looking through your magazine to see which type of truck best fits our needs."

"Do you," we asked, "have the selection of trucks?"

"That's part of my job," was his reply. "Every traffic manager certainly knows his own company's products and where they go, and he should be the one to decide which trucks meet the requirements of those products. That's the way our president feels about it, and he's right. And inasmuch as our products are ones which are warehoused, naturally I study advertising by truck manufacturers who are building for warehousing operations."

(Continued on page 56)

LOS ANGELES, CAL.



Offices for Rent

Telephone and
Secretarial Service
Sub Basement for
Cool, Dry Storage

METROPOLITAN WAREHOUSE CO.

Merchandise Warehousing
and Distribution

U. S. Customs Bonded

Reinforced Concrete Sprinklered Building

Centrally Located in Metropolitan Area

Fire Insurance Rate 11.7 Cents

1340-1356 EAST SIXTH STREET

LOS ANGELES

MEMBER

ALLIED DISTRIBUTION, Inc.

1325 Newberry Ave. 11 West 42nd St.

Chicago, Ill. New York City

LOS ANGELES, CAL.

Overland Terminal Warehouse

Ninth and Alameda Sts.

General Merchandise Storage

U. S. Customs Bonded Storage

Cool Room Accommodations

"Vacufume" Process of Fumigation

MANAGED AND OPERATED BY

CROOKS TERMINAL WAREHOUSES

CHICAGO
619 W. Harrison St.

NEW YORK
76 Beaver St.

KANSAS CITY
1104 Union Ave.

CALIFORNIA'S MOST MODERN WAREHOUSE
SERVED BY THE UNION PACIFIC

LOS ANGELES, CAL.

MERCHANDISE
STORAGE AND
DISTRIBUTION
DRAYAGE
CYANIDE FUMI-
GATION
BROKERS' OFFICES
SECRETARIAL
P.B.X.
FINANCING
SERVICE



Pacific Commercial Warehouse, Inc.

923 East Third St. Los Angeles, California

SPECIALIZING IN STORAGE AND DISTRIBUTION

OF FOOD PRODUCTS

Represented by NATIONAL WAREHOUSING SERVICE
519 W. Roosevelt Road Chicago, Ill.

LOS ANGELES, CAL.

We Solicit Your Shipments and
Pool Car Distribution

PRUDENTIAL STORAGE AND MOVING CO.

1619 SOUTH VERMONT AVE.

FIREPROOF WAREHOUSE FOR HOUSEHOLD GOODS

Members: California Van & Storage Association
National Furniture Warehousemen's Association

LOS ANGELES, CAL.

1617-1635 INDUSTRIAL STREET

Star Truck & Warehouse Co.

COMPLETE FACILITIES EFFICIENT SERVICE

Storage

Distribution

Drayage

Represented by Distribution Service

340,000 Square Feet

New York



Chicago

50 Motor Trucks

San Francisco

LOS ANGELES, CAL.

W. E. TEAGUE, Pres.
B. F. JOHNSTON, Gen. Mgr.

UNION TERMINAL WAREHOUSE

General offices, 737 Terminal St.

Free and U. S. Customs bonded storage. The largest, most complete and efficient Warehouse and Distribution Service in the West. Insurance Rate as low as 11.8 cents per \$100 per year. Daily motor truck service to all parts of the city and Los Angeles Harbor.

LOS ANGELES, CAL.

Make Westland Warehouses

Your Distribution Headquarters
in So. California

Member, A. W. A.,
C. W. A., L. A. W. A.

Write for Booklet

L. A. Junction Ry.
Service

Westland
Warehouses, Inc.
4814 Loma Vista Ave.,
Los Angeles, Calif.
Room 1305
38 So. Dearborn St.
Chicago, Ill.



OAKLAND, CAL.

OAKLAND WAREHOUSE TERMINALS

18TH & CAMPBELL STS.

OPERATED BY MERCHANTS EXPRESS CORP.

SAME OWNERSHIP AS

Southern Pacific Terminal Warehouse

4TH & BERRY STS., SAN FRANCISCO

OPERATED BY WALKUP DRAYAGE & WAREHOUSE CO.

Modern buildings with lowest insurance rates and largest fleet of motor equipment in the bay area.

Most complete and efficient transbay service. Exclusive contracts all railroad store door services.

**STORAGE & POOL CAR DISTRIBUTION OF
FURNITURE AND MERCHANDISE**

MEMBER AWA

SAN FRANCISCO, CALIF.

J. A. CLARK DRAYING COMPANY

Complete and efficient service in distribution, delivery or storage of merchandise.

100 Howard St.,
SAN FRANCISCO

Established 1875

125 Santa Fe Ave.,
LOS ANGELES

N.F.W.A.—(See page 53)



W. Parker Lyon, Jr.,
Pasadena

(Continued from page 55)

And he has made his selection from truck-makers' advertising in "DandW."

Recently our automotive editor, Mr. Spooner, analyzed questionnaires returned by warehousemen as part of a national survey—and to truck manufacturers we pass on the following information for their guidance:

Sixty (60) per cent of all trucks purchased, by the hundreds of warehousemen who replied, for all their operations, are being sold to those warehousemen today by truck manufacturers who advertise in "Dand W."

At first blush this may seem a surprising figure. But when you stop to think it over, it's not so amazing. Warehousing as an industry operates many thousands of commercial vehicles, and the truck-maker who builds specifically to meet warehousing's requirements—and then tells his sales story in a magazine read by warehousemen—is bound to capitalize on such advertising. It stands to reason.

**Seattle Warehouses Bulge
With Alaskan Pack**

THE Silver Horde, pouring into Seattle as never before as Alaska experiences its greatest catch and pack of salmon, is taxing the cold storage terminals and filling refrigeration facilities of vast warehouse establishments and units of the Port of Seattle.

These terminals for the Alaskan pack, from which they are distributed and absorbed as the fish aristocrat of the American table, are bulging with the bright red pack of sockeye salmon—by the million cases.

Alaska's 1936 canned salmon pack totaled 8,234,312 cases—representing the encasement of a record run of the Silver Horde, which was Rex Beach's picturesque name for these fish which are basic silver wealth of the Northland as well as refrigerating terminals of Seattle. This year's pack is in excess of a million cases more than ever before, according to statistics of the United States Bureau of Fisheries and the records of the salmon distributors and brokers.

(Continued on page 59)

SAN FRANCISCO, CAL.

CONSIGN TO

DE PUE WAREHOUSE CO.

FIRST

AND

BRANNAN

SAN FRANCISCO, CALIF.

FARNSWORTH & RUGGLES

(Established in 1859)

109 DAVIS STREET

WAREHOUSING GENERAL MERCHANDISE
Pool Car Distribution Motor Truck Fleet
Terminal at First, Brannan and Federal Streets
In the heart of the shipping district

SAN FRANCISCO, CALIF.

GIBRALTAR WAREHOUSES

201 CALIFORNIA ST.

OPERATED IN CONJUNCTION WITH

OVERLAND FREIGHT TRANSFER CO.

AND

TILDEN SALES BUILDING

SAN FRANCISCO, CALIF.

CONSIGN TO

THE HASLETT WAREHOUSE CO.

280 Battery St., San Francisco

Operators of the most complete warehouse and distribution system in the San Francisco Bay area.

STORAGE—CARTAGE—COLD STORAGE (OAKLAND)
FIELD WAREHOUSING—FAST TRANSBAY DELIVERY SERVICE

S. M. HASLETT, President
Member American Warehousemen's Assn.
Member American Chain of Warehouses, Inc.

SAN FRANCISCO, CAL.



A Complete Service for the
Warehousing
and Distribution
of General
Merchandise

Warehousing, Distribution, Draying, Office Accommodations, Telephone Service, Space for Lease

San Francisco Warehouse Co., 625 Third Street

Member: American Warehousemen's Association
Distribution Service, Inc.

DENVER, COL.

North Denver Transfer and Storage Company

Modern Merchandise Warehouses

A dependable agency for the
distribution of merchandise
and manufactured products.

Storage Cartage
Forwarding Distributing

Centrally Located

Free Switching

Office 2016 Blake Street, DENVER, COLORADO



DENVER, COL.

We offer a complete service—Merchandise and Household Goods Storage, Pool Car Distribution, Moving, Packing and Forwarding.

We also operate the Weicker Transportation Co., a statewide daily motor freight service under regulation of the Public Utilities Commission.

Connections with Interstate Truck Lines to Principal Cities.

Burglar Proof Silver Vaults, Cedar Lined Rug Vault, Fumigating Vault, Private Lockers

The WEICKER TRANSFER & STORAGE CO.

1700 Fifteenth Street

DENVER

COLORADO

Member of N. F. W. A.—A. C. W.—A. W. A.

PUEBLO, COLO.

BURCH WAREHOUSE AND TRANSFER CO. INC.



General Office and Warehouse
200 SO. SANTA FE AVENUE
Modern Sprinklered Fireproof Building
Freight Forwarding and Distribution
Household and Merchandise Storage
PACKING AND SHIPPING

Member of N.F.W.A.—A.W.A.—Colo. W.A.

BRIDGEPORT, CONN.

E. G. Mooney, Pres.

J. G. Hyland, Mgr.

Hartford Despatch and Warehouse Co.

1337 Seaview Avenue



STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS. PRIVATE DOCK AND RAILROAD SIDING. SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT SPRINGFIELD, MASS. AND HARTFORD, CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.F.L.



GREENWICH, CONN.

DRINKWATER SONS, Inc.

Offices

NEW CANAAN, CONN.

122 RAILROAD AVE.

BEDFORD, N. Y.

2 WAREHOUSES

PORT CHESTER, N.Y.

STORAGE, MOVING

50 Years in Business

Member N.F.W.A. C.W.A.



HARTFORD, CONN.

E. G. Mooney, Pres.

J. G. Hyland, Mgr.

Hartford Despatch and Warehouse Co.

252 Asylum Street, Hartford, Conn.



STORAGE AND DISTRIBUTION DAILY THROUGHOUT CONNECTICUT AND MASSACHUSETTS. PRIVATE SIDING. SPECIAL FACILITIES FOR MOVING, PACKING AND SHIPPING OF HOUSEHOLD EFFECTS. WAREHOUSES AT SPRINGFIELD, MASS. AND BRIDGEPORT, CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.F.L.



NEW HAVEN, CONN.

M. E. Kiely, Mgr.

DAVIS STORAGE COMPANY

335 East St., New Haven, Conn.

Modern Fireproof Merchandise Warehouse.

Private seven-car siding, adjacent to Steamship and R. R. Terminals.

Pool and stop over cars distributed.

Motor Truck Service to all towns in Connecticut.

Low Insurance Rate. Prompt, Efficient Service.



NEW HAVEN, CONN.

MEMBER



PAUL A. DAHLGARD, Owner

West Haven Trucking Company

Storage Warehouses

Offices, 435 Congress Ave.

Household Goods, Storage, Packing,
Shipping, Receiving

NEW HAVEN, CONN.

AN ASSOCIATED
STORAGE and DISTRIBUTION

Established 1860

Merchandise, automobiles, furniture—23 buildings—Low insurance rates—15 car siding—Central location—Daily truck delivery service covering Connecticut and southern Massachusetts—Bonded with U. S. Customs.

THE SMEDLEY CO.

165 Brewery St., New Haven, Conn.
Members: AWA, NFWA, CWA, AWA Inc., MTA
of C, New Haven Chamber of Commerce,
Hauling member Allied Van Lines, Inc.



WASHINGTON, D. C.

Modern
Fireproof
BuildingLONG
DISTANCE
MOVINGPACKING
STORING
SHIPPING

SMITH'S

TRANSFER & STORAGE CO., INC.

1313-15-17-19-21 You Street, N. W.

Member—Mayflower Warehousemen's Association

WASHINGTON, D. C.



E. K. MORRIS, President

FEDERAL STORAGE
COMPANY

1707 FLORIDA AVENUE

(See Page Advertisement Directory Issue)

Telephone ADams 5600

WASHINGTON, D. C.

Absolutely
FireproofMOVING
PACKING
SHIPPINGPool Car
Distribution
General Hauling

Merchants Transfer
& Storage Co.
920-922 E. St., N. W.



WASHINGTON, D. C.

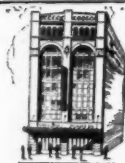
GENERAL MERCHANDISE
STORAGEPool Car Distribution—
City Delivery ServiceDirect Switching Connections into Warehouse
Pennsylvania RailroadTERMINAL REFRIGERATING &
WAREHOUSING CORPORATION

4th and D Streets, Southwest

Member of A. C. W.

WASHINGTON, D. C.

Established 1901

UNITED ★ STATES
STORAGE COMPANY

418 10th Street, N. W.

We Reciprocate Shipments

(See Advertisement in Directory Issue, page 111)
Member of N.F.W.A.—W.W.A.

WASHINGTON, D. C.

SHIPMENTS DELIVERED AT CURRENT RATES IN WASHINGTON
AND VICINITY

Security Storage Company

OF WASHINGTON

Capital, Surplus and Reserves over \$1,200,000.

Security (steel) lift vans for overseas shipments. Door to door rates quoted, both to and from Europe and South America. All risk insurance if desired.

1140 Fifteenth Street, Washington
31 Place du Marche St. Honore, Paris

JACKSONVILLE, FLA.

FLORIDA'S LARGEST WAREHOUSE

UNION TERMINAL WAREHOUSE COMPANY

East Union and Ionia Streets

Merchandise Storage—Custom Bonded—Pool Car Distribution
Reconsigning—Trucking Service—Trackage 52 Cars
Reinforced Concrete—Sprinkler System

Rental Compartments—Sub-Postoffice, Western Union Tel.
Members A.W.A.—A.C.-of-W.—J.W.A.

MIAMI, FLA.

C. A. Burnet, Pres.

Sid Cox, Secy.-Treas.

C. A. BURNET WAREHOUSE
& TRANSFER CO., Inc.

20-26 N.E. 11th St.

Largest Commercial Storage Warehouse
in Miami. Five Stories absolutely
Fireproof—Private Siding.

Centrally Located to Jobbing Trade—Building A.A.A. Construction



WASHINGTON, D. C.

W. E. EDGAR, Supt.

THE TERMINAL STORAGE COMPANY
OF WASHINGTON

First, K and L Streets, N. E.

Large buildings of modern construction, total floor area 204,000 square
feet, of which 109,000 square feet is of fireproof construction.

Storage of general merchandise.

CONSIGN SHIPMENTS VIA B. & O. R. R.

Heated rooms for protection against freezing.
Member of American Warehousemen's Association

MIAMI, FLA.

W. M. KELLEY, Manager

CHAILLE WAREHOUSE

Merchandise Storage and Pool Car Distribution

Office, 117 N.E. 26th St.

Private Siding
on F.E.C. Ry.

Sprinklered

Low Insurance
Rate

N.F.W.A.—(See page 53)



C. W. Pimper,
Washington, D. C.

(Continued from page 56)

Of this vast total, the Reds, which are at a premium and represent the most desirable pack and catch, are well up this year, with 2,392,276 cases; and lesser amounts of Chums, Cohoes, Pinks and Kings. Of the total of 8,234,312 cases, southeast Alaska contributed 4,010,257 cases and southwestern Alaska the remainder.

Early in September the warehouses on the waterfront of Seattle, known as Alaskan Way because it represents the doorway to Alaska as well as its distribution terminus, were holding a total of three and a half million cases of the record-breaking harvest.

Salmon storage terminals at Bell Street, Spokane Street and Smith Cove units of the facilities embraced in the Port of Seattle, held a total of two million cases in store for the American palate, as store shelves throughout the nation are cleared to receive them.

Besides, the East Waterway Dock held 700,000 cases, the Ames Terminal 500,000, and the group of terminals on the central waterfront piers were holding an additional 300,000 cases. At the \$6-a-case valuation of the brokers, the 3,500,000 cases in Seattle warehouses alone were valued at \$21,000,000. And all of Alaska was bought by the United States for \$7,000,000. Do you hear the Communists gnashing their teeth behind their beards?

Meanwhile many ships en route to the terminals of Seattle are laden with great cargoes of canned salmon, brightly labeled cans in neat cases, which will augment holdings by many millions of dollars more—representing a veritable flood of fish to further tax terminals of Seattle—from which they will be smoothly distributed during the ensuing months.

Youman Is Elected President of New Orleans Merchandise Group

J. D. Youman, vice-president and general manager of Shipperside Storage Co., New Orleans, has been elected president of the New Orleans Merchandise Warehousemen's Association in succession to Paul H. Maloney, Jr., president of the Maloney Trucking & Storage, Inc., who had resigned because of pressure of business activity in his many interests.

T. E. Gannett, president of Standard Warehouse Co., Inc., succeeds Mr. Youman as the group's vice-president. E. B. Fontaine, president of Commercial Terminal Warehouse Co., Inc., was reelected secretary and H. G. Sherwood, of Kentucky Coffee Warehouse, was reelected treasurer.

MIAMI BEACH, FLA.

Washington Storage Co., Inc.

1001 Washington Avenue

Moving—Packing—Shipping—Storage

Members NFWA, SOWA

PENSACOLA, FLA.

H. P. Ferriss, Pres. H. W. Ferriss, Mgr.



FERRISS WAREHOUSE and STORAGE CO.

Merchandise and Household Goods Storage
Pool Car Distribution on private siding
L & N Ry.—Free switching from Frisco

TAMPA, FLA.

"Your Tampa Branch House"

GALDWELL BONDED WAREHOUSES

INCORPORATED

MERCHANDISE
Storage & Distribution
Fireproof Buildings
Waterfront Whse. and
Private Docks

U. S. CUSTOMS
Bonded Storage
Government Storekeeper
retained permanently.
Normal temperatures for
Wines and Liquors.

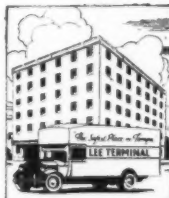
HOUSEHOLD
Moving & Storage Agents
Aere Mayflower Transit
Co.
National Long Distance
Movers

Members Mayflower Warehousemen's Assn.
American Chain of Warehouses

TAMPA, FLA.

"The Safest Place in Tampa"

LEE TERMINAL



MERCHANDISE STORAGE

Pool Car Distribution—Rail & Water Connections—Clean dry storage space—Night and day Watchman. Negotiable receipts issued. Invoicing accurately done. Every service required of a Branch House.

HOUSEHOLD GOODS

Storage — Moving — Packing — Shipping. Make your consignments to us and be assured of entire satisfaction. Agents ALLIED VAN LINES, National Furniture Movers, Corporation Employee Moves solicited.

Lee Terminal Service combines a warehouse building so constructed as to enjoy Tampa's Lowest Insurance rate. Ideally located for economic distribution. The utmost care is given all shipments and collections are made and remitted promptly.

Members AWA—NFWA—SoWA

Represented by DISTRIBUTION SERVICE, INC.

TAMPA, FLA.



TAMPA UNION TERMINAL, INC. TAMPA, FLORIDA

Offering storage and distribution in the South's largest and most modern combined General and Cold Storage Warehouse. Building of Reinforced concrete with sprinkler system, low insurance rates. Private railroad sidings served by SAL and ACL. Private Docks. Special attention given Pool Car Distribution. Internal Revenue and U. S. Customs Bonded Warehouse with storekeeper retained permanently.

"Let Us Solve Your Distribution Problems"

Member American Warehousemen's Association

TAMPA, FLA.

WILLIAM J. EVE, Manager

WAREHOUSE, INC.

BONDED

CARLOAD AND COMMERCIAL STORAGE
POOLED CAR DISTRIBUTION

Morgan and Water Streets, Tampa, Florida

ATLANTA, GA.

FRED E. STEVENS, Owner and Manager

Atlanta Service Warehouse

223 Spring Street, S. W.

Merchandise Warehousing

Pool Car Distribution

Cen. of Ga. Ry. Trackage

Members A.W.A.

"Service" Is Our Middle Name

ATLANTA, GA.

BONDED SERVICE WAREHOUSE

432-434 Marietta Street

BONDED

FIREPROOF STORAGE

MERCHANDISE

AND HOUSEHOLD GOODS

POOL CAR DISTRIBUTION

ATLANTA, GA.

BONDED

General Warehouse & Storage Co., Inc.

272-274 Marietta St., Atlanta, Ga.

Consigned stocks handled for Manufacturers

Remittance made day received

Store door delivery—Re-packing—Re-shipping

MERCHANDISE DISTRIBUTION

Sprinkler System—R.R. Trackage—Pool Car Distribution

ATLANTA, GA.

"Atlanta's Largest"

MONROE BONDED WAREHOUSES

Invested Capital \$325,000

Lowest Warehouse Insurance Rate in Atlanta

MERCHANDISE—COLD STORAGE—TRUCKING

Private Railroad Sidings—Concrete Warehouses

A. D. T. Service

Member: A. W. A.

AUGUSTA, GA.

AIKEN, S. C.

F. L. Harrison, Pres.

RELIABLE TRANSFER CO.

General Merchandise Storage and Distribution

Household Goods Storage, Packing, Shipping

Pool Car Distribution

Direct R.R. Siding A. C. L., C. & W. C. R.R.

SAVANNAH, GA.

Savannah's only bonded warehouse

SAVANNAH BONDED WAREHOUSE & TRANSFER
COMPANY,BAY STREET EXTENSION & CANAL,
Post Office Box 1187

General Storage—Distribution—Reconsigning

Custom House Brokers—Custom Bonded

Regular steamship service from principal

Eastern, Western & Gulf ports—track con-

nections with all rail and steamship lines.

R. B. Young, President.

Members—A.W.A.—A.C.W.—S.W.A.



HONOLULU, HAWAII

WHEN SHIPPING GOODS TO

HONOLULUconsign to us and the same will be given our best attention.
Modern Concrete Warehouses. Collections promptly remitted.

Correspondence solicited.

CITY TRANSFER COMPANY

Cable Address: LOVERINO, HONOLULU

N.F.W.A.—(See page 53)

Edward G. Mooney,
Hartford, Conn.**I. C. C. Fixes Dec. 1 for
Information on Contracts***(Washington Correspondence):* The Interstate Commerce Commission has issued an order giving contract carriers until Dec. 1 to file copies of their contracts.

The order is directed primarily against "posers" in an effort to uncover common carriers who are posing as contract carriers to escape more rigorous rate regulations. In a notice accompanying its modified decision, the Commission stated it may not be necessary to have the filing order apply to certain classes or groups of carriers.

In a brief recently filed with the Commission, American Trucking Association, Inc., asked that carriers engaging in purely local cartage within municipalities or commercial areas be exempted from filing contracts, pending a determination by the I.C.C. as to extent of its control over such transportation. The ATA pointed out that the purpose of its petition was to "avoid the necessity of preparing and filing numerous contracts and the disclosures of contract arrangements on the part of those who may be exempt by reason of Section 303 (b) (8)" of the Motor Carrier Act.—(George H. Manning, Jr.)

**Anti-"Wildcat" Ordinance
Enacted in Philadelphia**

An ordinance signed by Mayor Wilson of Philadelphia provides that all motor trucks operating for hire in Philadelphia must be registered with the police. Also it requires truck operators to have their names and addresses on sides of their vehicles and gives the police power to enforce the rules of the Public Service Commission in relation to trucks. The mayor said that the ordinance was designed to protect legitimate truck operators from competition by the "wildcat" element.

BOISE, IDAHO

Selling Services Arranged

BOISE COLD STORAGE COMPANY

Merchandise Warehousing & Forwarding
Negotiable Warehouse Receipts Issued
Pool Car Distributors

304 S. 16th St. P. O. Box 1656 On U.P.R.R.

CHICAGO, ILL.

**Combine your Chicago Office
and your Warehouse**

■ at **ANCHOR.** The best

location in Chicago—across the street from Tribune Tower and only three minutes from the loop.

You will find here every facility for the efficient storage and distribution of your merchandise.

Re-shipping facilities second to none—direct tunnel connection with all railroads eliminating cartage. Private switch on C&NW Railway—delivery platform inside the building—private dock on Chicago River outside all bridges—lighterage connection with rail lines eliminating switching delays.

ANCHOR STORAGE CO., 219-229 East North Water Street

CHICAGO

Represented by
DISTRIBUTION SERVICE, INC.

CHICAGO, ILL.

Accessible Location.
Modern Warehouse.
Excellent Shipping
Facilities.
Delightful Offices.
Special Equipment.
Economical Service.
No cartage expense on
outbound L. C. L.
Freight.
1435 W. 37th St.

DIETRICH
WAREHOUSING
COMPANY
1455 W. 37TH ST.

CHICAGO, ILL.



IDEAL in CHICAGO!

Our huge connected modern warehouse units are located centrally . . . on private well paved streets . . . with ample parking and loading spaces . . . including second floor level roadway and truck elevators . . . Chicago Junction Railway union freight station under the same roof provides fast shipment service without transfer or cartage expense . . . swift freight elevators, plenty of them . . . natural light on all sides . . . clean modern quarters for offices or light manufacturing . . . heat and power as required . . . Because they are "Ideal in Chicago," come to see our units first, whatever happen to be your space needs.

CENTRAL STORAGE
& FORWARDING COMPANY
2001 WEST PERSHING ROAD-CHICAGO
Telephone LAFAYETTE 5628

CHICAGO, ILL.



**DOWNTOWN
WAREHOUSE**

Most Centrally Located
2 Blocks from New Union Station
**CANAL &
HARRISON STS.**
Tunnel and Trap Car
Service

CROOKS TERMINAL WAREHOUSES

CHICAGO

NEW YORK OFFICE: 76 BEAVER STREET

KANSAS CITY

**SOUTH SIDE
WAREHOUSES**

5801-5967 West 65th St.

Capacity 1200 Carloads
Insurance Rates as Low as 12c.



Also operate three modern warehouses in Kansas City and the Overland Terminal Warehouse Company at Los Angeles, California.

LIBERAL LOANS MADE ON STAPLE COMMODITIES

CURRIER-LEE

Answers..**"SHIPMENT
MADE TODAY!"**

... That is the way YOU want to answer your dealers when they wire rush orders for stock they want delivered "yesterday." Your answer must be "Shipment made today" if you expect to hold their business.

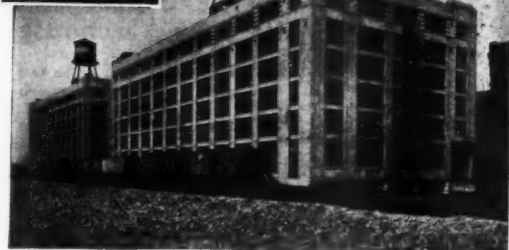
How important it is to have a warehousing connection where such service is not only possible—but is actually a matter of habitual routine! Currier-Lee assures you of prompt and unfailing service, plus every storage facility you could desire. Sprinkler Protected—air-conditioned and customs-bonded space, covered driveways, freight tunnel service and even office space at your disposal any time. Write for new illustrated folder "CURRIER-LEE ANSWERS" today.

**CURRIER-LEE WAREHOUSE CO.**

General Offices 427 W. Erie St., Chicago, Ill.

CHICAGO, ILL.

Member A. W. A.

**COMPLETE WAREHOUSING
AND DISTRIBUTING SERVICE****GRISWOLD-WALKER-BATEMAN
COMPANY**

1525 Newberry Ave.

Chicago

Modern buildings strategically located. Direct trackage connections with C&NW, B&O, Soo Line, PM, CGW, and B&OCT (belt line connecting all RRs.). Trap car reshipping. Motor truck deliveries. Long distance motor transportation. Guardite fumigation protection. U. S. Customs Bond. Office facilities.

Details of this complete service are described in a booklet "The Way to Distribution"—Write for your copy.

CHICAGO, ILL.

W. F. CARROLL, Pres.

J. J. BARRETT, Gen. Mgr.

**EMPIRE**
MAINTAINS A
STANDARDIZED SERVICE

● For almost fifty years EMPIRE Service has been preferred by companies desirous of giving the household effects of employees, transferred to or from Chicago and suburbs, the very best of care and service.

LONG DISTANCE REMOVALS
PACKING AND SHIPPING BY RAIL
STORAGE FOR HOUSEHOLD GOODS AND MERCHANDISE
(CITY-WIDE SERVICE)

EMPIRE WAREHOUSES, Inc.

General Offices: 5153 Cottage Grove Ave., CHICAGO-ILLINOIS

25 YEARS
MORE THAN
EXPERIENCE

Write for information
on services to meet
your individual needs.

RAILWAY TERMINAL & WAREHOUSE CO.

444 WEST GRAND AVENUE, CHICAGO, ILLINOIS

ONTARIO WAREHOUSE CO., 425 WEST ONTARIO STREET

CHICAGO, ILL.

RALPH J. WOOD, Pres.

MORRISON C. WOOD, Treas.

For Shipments to the South Side's Finest Residential Districts
CONSIGN TO

The Lincoln Warehouse Corporation

Main Office and Warehouse—4259 Drexel Boulevard

"43 Years of Distinctive Service"

Personal attention of executives to customers. Collections promptly remitted.

Member N.F.W.A.

CHICAGO, ILL.

"Chicago's Lending Warehouse"

SENG WATERWAY WAREHOUSE CO.

310 West Polk St.

Complete water, rail and truck terminal, facilities with a "loop" location. Concrete dock for ocean, lake and river vessels—25 car siding capacity—own fleet of 69 trucks. Economical reshipping—tunnel—lighterage.

CHICAGO, ILL.

Soo Terminal Warehouses

519 W. Roosevelt Road

(Near Loop)

Merchandise Storage—Pool Car Distribution

Less Carloads To and From All Trunk Lines,
North Shore Electric and Aurora and Elgin Elec., and Their
Connections Handled Without Cartage Charges.
Cool Temperatures—Candy Stored All Year

Ground Floor Warehouse Spaces With or Without
Offices for Rent—Fireproof—Trackage

N.F.W.A.—(See page 53)



A. H. Hollander, Chicago, who on Aug. 18 passed his 70th milestone

Portland Chamber Contacting National Distributors with Regard to Spot Stock Taxes

THE Portland, Ore., Chamber of Commerce is carrying on a campaign to avert diversion, by some national distributors, of products normally stored as spot stocks in the city's public warehouses.

Some time ago the Tax Conservation Commission broached the subjection of taxation of warehoused stocks with approximately 750 national distributors who make Portland a warehousing headquarters. Settlements satisfactory to approximately 630 have been arrived at, and negotiations are pending with the others. Of the latter, some appear to fear the consequences of local taxation encountered in other communities and are wary about dealing with the Oregon tax-administrating agency.

Portland's tax set-up for national distributors is, in the opinion of the Commission, as fair as any to be found elsewhere and far more attractive than in many places.

Essentially the Oregon taxes consist of a fee to do business in the States and excise conditions under certain conditions, plus a property tax on goods held in warehouses.

Price-Fixing Section of Wisconsin's Fair Trade Act Is Again Held Uncon- stitutional by State Circuit Court

THAT section of the Wisconsin Fair Trade Act purporting to bind all retailers of a given product to sell at the manufacturer's minimum price, whether or not they are signers of the contract, has again been declared unconstitutional—this time in a decision handed down in Milwaukee on Aug. 1 by Circuit Judge Gustave G. Gehrz in *Weco Products Co., Chicago, v. Reed Drug Co., Milwaukee*.

In denying Weco an injunction to restrain the Reed firm from selling tooth brushes below minimum retail prices set by the manufacturer, the Court ruled that "the Act which gives manufacturers and wholesalers the right to fix minimum retail prices that are binding on firms that have signed no price contracts comprises an unlawful attempt to delegate legislative power."

Twice before the Courts had refused to enforce this provision, but both these cases were brought by wholesalers.

TO SELLING

AN AID



Receiving and Delivery Stations at Midland Warehouses for Railroads, Railway Express Agency and Freight Forwarding Companies.

● The ability to make quick delivery is as important as the quality and price of your product.

MIDLAND can improve your shipping service.

MIDLAND not only can save you money on your present shipping costs, but can actually make money for you by putting you in a position to get a larger share of the business available in the country's greatest trading area—the Chicago District.

Tell us your problems and let us show you how they can be solved to get better and more economical distribution in the Chicago area.

MIDLAND WAREHOUSES, INC.

1500 South Western Avenue

Chicago

CHICAGO, ILL.

Merchandise Storage and Distributors

WAKEM & McLAUGHLIN, Inc.

Estd. 1886

MAIN OFFICE—225 E. ILLINOIS ST., CHICAGO

U. S. Internal Revenue Bonded Warehouse

U. S. Customs Bonded Warehouse

ADVANCES MADEOur ample financial resources enable you to negotiate
loans right in our office.

Prompt Delivery and Best of Service.

CHICAGO, ILL.

WERNER BROS. KENNELLY COSTORAGE
MOVING
PACKING
SHIPPING

M. H. KENNELLY, President

Your Chicago Shipments given pre-
ferred attention. Pool cars handled
on our own switch track.Consign C. M. St. Paul & P. R. R. . . .
Wilson Ave. Branch.**CONTAINER SHIPMENTS
SOLICITED**

Warehouses Conveniently Located

2815 Broadway
4917 Broadway
7613 N. Paulina St.
4613 Clifton Ave.PARK BRANCH
1750 N. Clark St.
Opposite Lincoln ParkTRAFFIC DEPT.
3133 N. Halstead St.

MAIN OFFICE:

2815 BROADWAY, CHICAGO, ILLINOIS

CHICAGO, ILL.

**A Half Million Feet of Modern
Warehouse Space**In Chicago's finest warehouse. Clean, light, airy, and in
addition, offering every advantage for efficient receiving,
shipping and reshipping. Spacious loading and un-
loading platforms—track space for 360 railroad freight
cars—70 foot covered driveways practically surrounding
the building.Located on the edge of Chicago's famous Loop and
only one block from the mammoth new Post Office,
Western Warehouse is in the heart of all business activ-
ity. Write for complete information.**WESTERN WAREHOUSING COMPANY**
323 West Polk Street Chicago, Ill.

N.F.W.A.—(See page 53)

George A. Julien,
Chicago**"Doing Business" in
the 48 States**

(Continued from page 11)

erty located outside the State. Such a case is where an order is taken in a particular State by a local agent, subject to the approval of the corporation at its home office in another State and the goods are shipped from outside the State by this corporation directly to the purchaser in the regulating State.

The crux of the situation seems to be that in the six transactions just mentioned the merchandise has not, at any time prior to its sale, come into the regulating State or been commingled with the mass of property within its borders.

When goods are shipped to public or private warehouses in States other than the home State of a particular corporation, the reverse is true.

It would seem, therefore, both upon principle and by the weight of authority, that transactions involving the shipment of goods into foreign States, not in pursuance of any previous orders and not designed for any particular persons or for re-shipment to any particular places, but merely to be stored to await a future sale for an undetermined and indefinite period after arrival, would not be protected by the commerce clause of the Federal Constitution.

There is no question but that the transportation of goods from one State to another by a foreign corporation, of itself, constitutes interstate commerce. So does the sale of goods to be shipped by the seller in one State to the purchaser in another State, or a sale of goods while they are in transit from one State to another and before their arrival at their destination.

But the sale of goods by a foreign corporation after they have been shipped into one State from another State, and have arrived at their destination, is not interstate commerce.

It seems clear that where goods are shipped by a foreign corporation from one State to another, and are either consigned by the shipper in one State to himself

(Continued on page 67)

DANVILLE, ILL.

C. B. Hall, Pres. M. P. Hall, Sec. & Treas.

DANVILLE TRANSFER & STORAGE CO.

The only fireproof warehouse in Danville. Storage for household goods and merchandise Distributing. Conveniently located in the heart of the wholesale district. Private siding to warehouse, and free switching from all railroads.

Low Insurance Rate

Danville is the breaking point of Eastern and Western Classification of freight rates, making a most convenient point for the distributing or storage of carloads. American Warehouse Association. Members National Furniture Warehousemen's Association. Members Illinois Furniture Warehousemen's Association.

DECATUR, ILL.

Decatur Warehouse Company

(Shumate Transfer)
20-30 INDUSTRY COURT
TRANSFER-STORAGE

MOVING—PACKING—DISTRIBUTION

BONDED :: LICENSED :: INSURED CARRIERS

DECATUR, ILL.

SINCE 1892

Member of A.W.A.—N.F.W.A.

**HAMMAN
BROS.
TRANSFER & STORAGE CO.**

Decatur's pool car distributors. Spot stock storage deliveries. Merchandise and Household Goods Storage. Private siding and free switching WITH PROTECTION IN THE ONLY FIREPROOF WAREHOUSE IN THE CITY. Lowest fire insurance rates. Pick up and delivery service maintained via our freight terminal.

Office—401 E. WILLIAM ST.

JOLIET, ILL.

Telephones 501 and 502

Joliet Warehouse and Transfer Company
Joliet, Illinois

MERCHANDISE STORAGE AND DISTRIBUTION

Best distributing point in Middle West. Located on five Trunk Lines and Outer Belt which connects with every road entering Chicago. No switching charges. Chicago freight rates apply.

PEORIA, ILL.

All Points of the Compass



Peoria is the logical center of distribution for Illinois. We will be pleased to explain our service and facilities.

Our Dependability Your Assurance of Satisfaction

Member of A. W. A.

FEDERAL WAREHOUSE CO.
Adams and Oak

PEORIA, ILL.

**NATIONAL
WAREHOUSE
CO.**

Est. 1920

1323 SO. WASHINGTON ST.

- Merchandise Storage
- Pool Car Distribution
- Fireproof Building; Sprinklered
- Low Insurance Rate
- Private Siding
- Motor Truck Terminal

ROCKFORD, ILL.

BARTLETT WAREHOUSE

TRACKAGE—FREE SWITCHING
SPARKLING SERVICE

506-514 Cedar St. Phone Main 134

ROCK ISLAND, ILL.

THE CENTER OF THE QUAD-CITIES
160,000 POPULATION — RATE BREAKING POINT
MOTOR FREIGHT SERVICE IN ALL DIRECTIONS

FEDERAL BARGE LINE TERMINAL

C. B. & Q. SIDING—FREE SWITCHING

ROCK ISLAND TRANSFER & STORAGE CO.

Member of A. W. A.—N. F. W. A.

EVANSVILLE, IND.

"Where waterway-railway-highway meet"

**MEAD JOHNSON TERMINAL
CORPORATION**

Combination River-Rail Truck Terminal & Warehouse



90,000 sq. ft. floor space on one floor. Served by two railroads—C. & E. I. and L. & N. Reciprocal switching to all Evansville industries. Fireproof; Sprinkler system; Thermostatically heated; Lowest insurance. Ideal trucking facilities. Store door service. Merchandise storage. Pool car distribution. Served by American Barge Line, Mississippi Valley Barge Line and Independent Tows.

EVERYTHING NEW—STRICTLY MODERN

FORT WAYNE, IND.

**FORT WAYNE [WITH MIGHT AND MAIN]
STORAGE CO. [THE SAME]**

FIREPROOF AND NON-FIREPROOF BUILDINGS.
Pittsburgh, Fort Wayne & Chicago R. R.; Grand Rapids & Indiana R. R.;
Wabash R. R.—Private Sidings—Pool Car Distribution

FORT WAYNE, IND.

PETTIT'S STORAGE WAREHOUSE CO.

"Fireproof" Buildings

STORAGE, TRANSFER, DISTRIBUTION

Located in Center of Business District

We have our own truck line and are equipped to make prompt deliveries
Private siding

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Members N.F.W.A., Allied Van Lines

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Transfer and Fireproof Warehouse

MERCHANDISE AND HOUSEHOLD GOODS STORAGE

WAREHOUSE and OFFICE: 405 Douglas Str.

INDIANAPOLIS, IND.

"Coburn Service for Efficiency"

**HENRY COBURN
STORAGE and WAREHOUSE CO.**
Merchandise Storage, Distribution, Trucking

Leased Space—Offices—Low Insurance
Loans on Receipts

INDIANAPOLIS, IND.

Indianapolis Warehouse and Storage Co.
330 West New York St. Indianapolis, Ind.

Merchandise Warehouse, Brick, Sprinklered, 80,000 Square feet, private siding C.C.C. & St. L. Pool Car Distribution. Lease Space. Office Space.

Member of A.W.A.—Ind. W. A.—Associated Warehousemen, Inc.

INDIANAPOLIS, IND.

Strohm Warehouse & Cartage Company
230 W. McCarty St. Telephone RI. 5513

General Merchandise Cold Storage. Pool Car Distribution and Checking Out. All Merchandise on Check Out Cars Placed on Platform Ready for Delivery.

CCC & St. L. R.R.

Modern Truck Equipment.

INDIANAPOLIS, IND.

"Service That Satisfies"



TRIPP WAREHOUSE COMPANY
MERCHANDISE AND MACHINERY STORAGE
Centrally located in Shipping District
Private siding—C. C. & St. L. R. R.

TERRE HAUTE, IND.

DISTRIBUTORS TERMINAL CORPORATION

Private R.R. Track Capacity 21 Cars connecting with all Lines.
Merchandise Storage and Distribution a Specialty
Pool Cars Solicited

Motor Trucks for Store Door Delivery. Our clients do the selling—we do the rest. U. S. Licensed and Bonded Canned Foods Warehouse
License No. 12-4.

CEDAR RAPIDS, IOWA

CEDAR RAPIDS TRANSFER & STORAGE CO.

FIREPROOF WAREHOUSE
ALL MODERN FACILITIES FOR EFFICIENT WAREHOUSING
AND DISTRIBUTION OF MDSE. AND H. H. GDS.
MOTOR FREIGHT TERMINAL

For Reputable Freight Lines

DAILY SERVICE IN EVERY DIRECTION
FREE SWITCHING FROM ALL RAILROADS ENTERING CEDAR RAPIDS
Special Warehouse for Farm Machinery and Heavy Equipment

DAVENPORT, IOWA

Including Rock Island and Moline, Ill.

Ewert & Richter Express & Storage Co.

Fireproof Warehouse, on Trackage—in the Business and Shipping District of Davenport.

Pool car distribution—Mdse. & H.H.G. with motor truck service—direct from our Combined Rail and Truck Terminal.

A.W.A.—N.F.W.A. Phone Ken. 543

DES MOINES, IOWA

BLUE LINE STORAGE CO.

200-226 - Elm - Des Moines, Ia.

Merchandise and Household Goods Storage
Private Siding—Free switch from any R.R. entering Des Moines

Members: A.W.A.—N.F.W.A.—Ia.W.A.—M.O.W.A.

DES MOINES, IOWA

Member American Chain of Warehouses

Fire Proof Warehouse
MERCHANTS
TRANSFER & STORAGE CO.

9th & Mulberry

TRY OUR SUPERIOR SERVICE
40 years' warehousing nationally known accounts gives you Guaranteed Service
Daily reports of shipments and attention to every detail.

DES MOINES, IOWA

ESTABLISHED 1890

White Line Transfer & Storage Co.

120 So. Fifth Ave.

DES MOINES, IOWA

Moving: Packing: Shipping, Consolidators and Forwarders

Fireproof and Non-Fireproof Storage of

AUTOMOBILES, INFLAMMABLES, HOUSEHOLD GOODS

MERCHANDISE (All Kinds)

Private Sidings—Free Switching to and from All Lines Entering Des Moines

(Lowest Insurance)

Member: A. W. A., M. W. A., Ia. W. A., Mo. W. A.



25 MOTOR FREIGHT LINES

with overnight service within a radius of 100 miles

• Twenty-five motor freight lines operating from our terminal provide daily service to all points in Mason City's distribution area, thus enabling us to offer exceptional service—especially pool car distribution service—throughout the territory we serve.

• Complete rail service by all lines serving Mason City and their connections—Interchange rail to truck, or truck to rail, under one roof.

• Modern reinforced concrete and steel fireproof building especially built for warehouse purposes and ideally located to serve all Northern Iowa and Southern Minnesota territory.

MASON CITY WAREHOUSE CORPORATION

MASON CITY, IOWA

MERCHANDISE STORAGE

AGE

POOL CAR DISTRIBUTION

TION

PRIVATE RAIL SIDING

•

WATERLOO, IOWA

IOWA WAREHOUSE CO.

Fireproof Warehouse

Motor Truck Service

Distributing and Warehousing All Classes of Merchandise, Household Goods and Automobiles

HUTCHINSON, KANSAS

Aero Mayflower—A. W. A.

CODY

Transfer & Storage Co.

Fireproof Warehouse—Merchandise and Household Goods
Private siding — Free switching — Pool car distribution

KANSAS CITY, KANSAS

GRANDVIEW CLUB TRANSFER & STORAGE CO.

Modern distribution and warehousing service

Merchandise and household goods.

Reinforced concrete buildings. Private siding.

Free switching to and from all lines.

75,000 sq. ft. modern storage.

N.F.W.A.—(See page 53)



Thomas A. Jackson,
Chicago

(Continued from page 64)

in another State, or to a warehouse in another State, and are to be stored either by the shipper or by the warehouseman for the shipper in the latter State, and there held by the shipper to await the future sale thereof, or such future disposition as the shipper may see fit, interstate commerce ceases when the shipment reaches the warehouse—its first destination. At the time of storage the goods are the property of the shipper, who can do with them as he wishes and dispose of them in any manner he sees fit, and there is no certainty as to when there will be further movement of the goods. Moreover, they may remain in storage for years, or for a few days, and the only logical conclusion which can be reached is that they have come to rest in the State for an undetermined and indefinite period.

Such storage is not a part of interstate commerce; the goods are not held because delay or accommodation in connection with transportation, and not for distribution to fulfill orders already received, but to await future sales. The goods have ceased to be the subject of interstate commerce at an intermediate point between the place of shipment and an undetermined destination, certainly for the purpose of local taxation, whether they are in the original or broken packages. When these goods are sold by the owner and delivered to the purchaser in the State where stored, another element of business arises, and the sale and delivery of the goods constitute doing business in that State just as much as a sale of goods stored in warehouses within its borders by a domestic corporation.

In order to discover what the costs of incorporating, or qualifying to do business, in the 48 States might be, as well as the annual license fees and other taxes which are assessed against foreign corporations doing business in the various States, the tax authorities of each state were contacted.

Information based on state-by-state replies—Alabama to Michigan inclusive—was published in the September *Distribution and Warehousing*. The record—Minnesota to Wyoming inclusive—is completed in the following:

MINNESOTA

Incorporation: Flat "application fee," \$50. Filing fee, \$7.

Annual Taxes: (1) License fee based on the proportionate amount of capital stock invested or to be invested.
(Continued on page 68)

KANSAS CITY, KANSAS

Inter-State Transfer and Storage Company
FIREPROOF WAREHOUSE
Packing, Moving, Storing and Shipping
18th & Minnesota

L. J. CANFIELD, Proprietor

Telephone Drexel 3420

PARSONS, KANSAS

PARSONS COLD STORAGE COMPANY

COLD STORAGE AND MERCHANDISE WAREHOUSING
POOL CAR AND SPOT STOCK DISTRIBUTION
MOTOR FREIGHT TERMINAL
QUICK SERVICE AND REASONABLE RATES
PRIVATE SIDING AND FREE SWITCHING

2015-2031 Gabriel

Phone 352

TOPEKA, KANSAS

E. H. White, Pres. & Treas. E. F. Dean, Vice-Pres. A. G. Durall, Sec.

TOPEKA TRANSFER and STORAGE Co., Inc.

Established 1880

A.W.A. N.F.W.A.
FIREPROOF WAREHOUSES FOR MERCHANDISE & HOUSEHOLD GOODS
TWICE DAILY TRUCK SERVICE TOPEKA-KANSAS CITY
CITY-WIDE DELIVERY SERVICE
Private Switch Connections AT & SF, ORI & P, U.P. and M.P.
Member of American Chain of Warehouses

WICHITA, KANSAS

*A Modern Distribution and
Warehousing Service*
Brokers Office & Warehouse Co.

Murray E. Cuykendall, Gen. Mgr.
Member of American Chain of Warehouses

WICHITA, KANSAS

Write or Wire



Cassell
TRANSFER & STORAGE CO.



WICHITA, KANSAS
Fireproof Storage and Sprinkler System

WICHITA, KANSAS

UNITED WAREHOUSE CO.
Merchandise Warehouses
at
TWO BIG
MARKETS
WICHITA, KANSAS ← → KANSAS CITY, MO.

LEXINGTON, KY.

THE UNION
TRANSFER and STORAGE
COMPANY, Inc.
**THREE LARGE
WAREHOUSES**

Fireproof and Non Fireproof. Centrally Located.
Warehouses on Private Sidings. Free Switching Charges.
DISTRIBUTION OF POOL CARS A SPECIALTY
MERCHANDISE AND HOUSEHOLD GOODS
WE FURNISH MOTOR TRUCKS and TEAM SERVICE
Member American Chain of Warehouses

LOUISVILLE, KY.

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W. L. STODOLHILL, Gen. Mgr.

FIREPROOF STORAGE COMPANY, Inc.

308 W. LIBERTY ST.

MODERN FIREPROOF H. H. GOODS DEPOSITORY
MOVE—PACK—SHIP

Member: Mayflower Warehousemen's Association

LOUISVILLE, KY.

**Most Centrally Located Warehouse and
Motor Truck Terminal in Louisville.**Our
Service
Is Our
Sales
ForceWith a trained personnel and modern facilities
for rendering efficient distribution service.
ASK YOUR CUSTOMERS HERE.

CHESTER BELL, Gen. Mgr.

KENTUCKY TERMINAL WAREHOUSE COMPANY
1101 West Kentucky St. Louisville, Ky.

LOUISVILLE, KY.

LAMPPIN WAREHOUSE COMPANY

1409 Maple St., Louisville, Ky.

Merchandise Warehouse 50,000 square feet,
Mill Construction, Sprinklered, private
siding P.R.R. Distribution of pool cars.

LOUISVILLE, KY.

Louisville Public Warehouse Company

25 WAREHOUSES \$750,000 CAPITAL

Louisville Member

AMERICAN CHAIN—DISTRIBUTION SERVICE, INC.

Gen'l Mdee. ——— H. H. Goods

LOUISVILLE, KY.

Ninth Street Public Warehouse

Warehousing in all its Branches

Also Operators of

Liberty U. S. Tobacco Bonded Warehouses

Sprinklered Buildings—Most Centrally Located with Rail and
Truck Sidings.

MAIN AT NINTH

ALEXANDRIA, LA.

ALEXANDRIA IN THE HEART OF LOUISIANABonded Brick & Concrete Warehouse. Stor-
ing, Packing, Fuel Car Distribution. Agents
Acme Mayflower Transit Co. Private Sidings
L.R.A.S., P.R.R. Ry.**Carnahan's Transfer & Storage**

Member of A.W.A.—May W.A.—S.W.A.

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NEW ORLEANS, LA.

R. W. DISTRICH, President

Importers' Bonded Warehouse

(Member of A.W.A.)

and

Bienville Warehouses Corporation, Inc.

(Member of A.C.W.)

Office, 340 Bienville St.

NEW ORLEANS, LA.

Complete Warehousing and Distribution Service for
New Orleans and its territory.200,000 square feet of storage space with track room
for 30 cars at one placement. Licensed by and bonded
to the State of Louisiana and the U. S. Government.New York Representative
MR. J. W. TERREPOINTE
250 Park Avenue
Telephone: Plaza 3-1235Chicago Representative
MR. W. H. EDDY
53 W. Jackson Blvd.
Telephone: Harrison 1494

N.F.W.A.—(See page 53)

Frank Shellhouse,
Indianapolis

(Continued from page 67)

vested in the State prior to July 1 of next odd year. Rates of fee, \$25 for first \$25,000 or fraction thereof of the par value of the authorized shares, and 50c for each additional \$1,000 or fraction thereof. Shares without par value are considered to have a value of \$10 each. (2) Income tax levied for privilege of existing and transacting business within the State based on net income derived therein, at rate of 1% on first \$1,000, up to 5% on anything more than \$10,000.

It might be noted that several Court decisions have pointed out that a foreign corporation which maintains an agency in Minnesota simply for the purpose of receiving, storing and delivering merchandise to parties purchasing in that State from traveling salesmen—the authority of the agent in Minnesota being limited to the filling of orders taken by such salesmen after such orders have been passed upon at the home office—is engaged in interstate commerce and need not qualify to do business.

MISSISSIPPI

Incorporation: For a corporation with a capital of \$5,000 or less, a fee of \$20. For corporations with capital in excess of \$5,000, rate is \$20 for the first \$5,000 and \$2 per \$1,000 additional on each \$1,000 or part thereof in excess. Maximum fee, \$500.

Annual Taxes: (1) Franchise tax equal to \$1 of each \$1,000 or fraction thereof, of the value of capital used, invested or employed within the State. Minimum tax, \$10. (2) Income tax on net income derived from property owned and business done in the State, less a proportion of \$750, at rate of 2½% on the first \$2,000, up to 6% on any excess of taxable income more than \$15,000.

MISSOURI

Incorporation: Fee based on proportion of a corporation's authorized capital stock represented by its property and business in Missouri, at rate of \$50 for the first \$50,000 or less, and \$5 for each additional \$10,000. No par stock is considered at its actual value, but in no case less than \$5. There is also a fee of \$1.50 for issuing certificate.

Annual Taxes: (1) Registration fees: \$5 if a corporation registers before Aug. 1; \$10 if it registers during August; \$20 if it registers during September; \$25 if it registers during October; \$30 if it registers during November; \$35 if it registers during December.

(Continued on page 71)

NEW ORLEANS, LA.

Commercial Terminal Warehouse Company

INCORPORATED

Modern Merchandise Warehouses

A dependable agency for the distribution of merchandise and manufactured products.

Storage Cartage Forwarding Distributing
Bean Cleaning and Grading Fumigating

Office 402 No. Peters Street
NEW ORLEANS LOUISIANA

BANGOR, MAINE

McLAUGHLIN WAREHOUSE CO.

Established 1875

Incorporated 1918

General Storage and Distributing



Rail and Water Connection—Private Siding

Member
American Chain of Warehouses
American Warehousemen's Association
National Furniture Warehousemen's Association



NEW ORLEANS, LA.

Douglas Shipline Storage & Douglas Public Service Corps.



New Orleans, La.
Sprinklered storage—1,050,000 square feet.
Mdse. and Furniture.
Switch track capacity—60 cars.
Nine warehouses convenient to your trade.
Loans made against negotiable receipts.
Trucking Department operating 55 trucks.
Insurance Rates 12c to 22c.

Represented by
Distribution Service, Inc.
New York Chicago San Francisco

BALTIMORE, MD.

For Details See Directory Issue
Distribution and Warehousing

BALTIMORE FIDELITY WAREHOUSE CO.

T. E. WITTERS, President

Baltimore's Most Modern Merchandise Warehouses
Rail and Water Facilities
Pool Car Distribution—Storage—Forwarding
Private Siding Western Maryland Railway

BALTIMORE, MD.

THOMAS H. VICKERY, President
E. E. SACHMANN, Sec'y and Mgr.

INCORPORATED 1905

BALTIMORE STORAGE CO.

N.W. Cor. Charles and 26th Sts.

MODERN FIREPROOF WAREHOUSE

EVERY FACILITY FOR THE HANDLING OF
YOUR SHIPMENTS

Exclusive Agents Maryland and Vicinity
for

AERO MAYFLOWER TRANSIT CO.

VANS COAST TO COAST CANADA AND MEXICO

NEW ORLEANS, LA.

NEW ORLEANS, LA.

2nd PORT, U. S. A.

All cement warehouses, low insurance, low handling costs.
Located on Mississippi River—Shipable connection.
Electrical unloading and piling devices provided to eliminate damage in handling.

Excellent switching connections, with all lines entering New Orleans.
INDEPENDENT WHSE. CO., Inc.
New Orleans, La.

NEW ORLEANS, LA.

PELICAN STORAGE & TRANSFER

201 NORTH FRONT ST.

Complete Warehousing & Distribution Service.
Low Insurance . . . Switch Track Facilities
Motor Freight Terminal . . . Fumigation

NEW ORLEANS, LA.

Standard Warehouse Co., Inc.
100 Poydras St., New Orleans, La.

Represented by

Associated Warehouses, Inc.

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Paul O'Dea
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NEW YORK
A. E. Hoff
Penna 6-5345

Complete Warehousing Service



The Producers of Gordon Van Tine Building Materials

select their

Household Goods and Merchandise Warehouses
from the pages of this magazine

BALTIMORE, MD.

Main Office: 400 Key Highway Established 1898
Branch Offices: N. Y., Wash., Phila., Norfolk

DAVIDSON TRANSFER AND STORAGE CO.

Offering the most complete Moving, Hauling and Freight Service in Baltimore
Handling Distribution of Nationally Known Products for 36 Years
Fleet of Delivery Trucks Covering City and Vicinity Twice Daily
"U. S. Customs Bonded Drayman"

Member of N.F.W.A.—A.V.L.—M.F.W.A.

BALTIMORE, MD.

FIDELITY

STORAGE CO.

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Your Clients Efficiently Served
All Collections Promptly Remitted

MOTOR FREIGHT SERVICE

Household Goods Pool Car Distribution Merchandise

Maryland Furniture Warehousemen's Association
National Furniture Warehousemen's Association

Baltimore's Modern Fireproof Warehouse

MARTIN J. REILLY, PRES.

A. BERNARD HEINE VICE-PRES.

BALTIMORE, MD.

McCORMICK WAREHOUSE COMPANYLIGHT AND BARRY
STREETS

BALTIMORE, MD.

Concrete sprinklered warehouse centrally located. Private siding handling CL shipments via B&O, WM R.R. and PENN R.R. Low storage and insurance rates. Negotiable receipts issued. Pool car distribution. Motor truck service. Baltimore Port rates on CL via M & M T Co., from New England.

BALTIMORE, MD.

First Class Facilities for First Class Service

RUKERT TERMINALS CORPORATION

1409-17 THAMES STREET BALTIMORE, MARYLAND

8 MAJOR SERVICES CO-ORDINATED—Stevedoring . . . Cargo superintendence . . . Weighing and sampling . . . Custom house brokerage . . . Forwarding . . . Warehousing . . . Poolcar distribution . . . Financing.

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AN ASSOCIATED

Terminal Warehouse Co.Operating four Modern Warehouses on tracks of
Pennsylvania Railroad Company.

Trucking Storage
Pool Car Distribution
Financing Bonded Space

Founded
1893Resources
\$750,000W
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BOSTON, MASS.

BANKERS WAREHOUSE COMPANYGeneral Offices: 24-32 Farnsworth Street
GENERAL MERCHANDISEFree and Bonded Storage
N. Y., N. H. & H. Private SidingPool Car Distribution
Member Mass. W. A.

BOSTON, MASS.

CLARK-REID Co., INC.

GEO. E. MARTIN, President

GREATER **BOSTON** SERVICE
HOUSEHOLD GOODS STORAGE—PACKING—SHIPPING

OFFICES { 380 Green St., Cambridge
83 Charles St., Boston

Conn. W.A. N.F.W.A. A.V.L.

BOSTON, MASS.

CONGRESS STORES, INC.

38 STILLINGS ST.

PERSONAL
SERVICEGENERAL
MERCHANDISE STORAGECENTRAL
LOCATION

Pool Car Distribution

Sidings on N. Y., N. H. & H. R. R.

Protected By
A.D.T. ServiceMember
Mass. Warehousemen's Assn.

BOSTON, MASS.

Established 1896

PACKING

MOVING



STORING

SHIPPING

COMPLETE WAREHOUSING FACILITIES
CONTAINER SERVICE

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FEDERAL WAREHOUSE, INC.

34-38 MIDWAY ST., BOSTON, MASS.

Storage Capacity, 100,000 Sq. Ft.

Low insurance rate, direct track connection N. Y., N. H. & Hartford R. R. General Merchandise. Storage and distribution. Negotiable and Non-negotiable warehouse receipts. Space reserved for merchandise requiring non-freezing temperature.

Pool Car Shipments — Auto Truck Service
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Successors to

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Represented by ALLIED DISTRIBUTION INC. CHICAGO
NEW YORK 11 WEST 42ND ST. PENN. 6-0968 1525 NEWBERRY AVE. MON. 5531

N.F.W.A.—(See page 53)



Standish Hall,
Wichita

(Continued from page 68)

(2) Franchise tax measured by the proportion of issued and outstanding capital stock employed in Missouri as represented by the property and other assets of a corporation in Missouri as compared with its total, at the rate of 1/20 of 1% of par value. (No par value shares considered as having value of \$5.) (3) Tax on net income from all sources within the State, at rate of 2%.

MONTANA

Incorporation: Fee based on the proportion of capital stock, issued and outstanding, then or thereafter to be represented by property and business in Montana. Rate is \$1 per \$1,000 for the first \$100,000, and 20c per \$1,000 for more than \$1,000,000. Minimum fee is \$50, and corporations which have not transacted business in Montana prior to filing application papers are required to pay only this minimum. There are also filing fees aggregating about \$16.

Annual Taxes: (1) License tax for carrying on business in the State, 2% on total net income received from all sources within the State. Minimum tax, \$5.

NEBRASKA

Incorporation: A flat registration fee of \$50, plus \$1 for issuing certificate of authority.

Annual Taxes: (1) Occupation tax measured by all the property and credits employed in the conduct of a corporation's business in Nebraska. Rate varies from \$5 for \$10,000 or less, up to \$2,500 for \$25,000,000 or more.

NEVADA

Incorporation: Fee of 10c for each \$1,000 of par value of capital stock authorized, or, in case of shares without par value, 10c for each 1,000 shares authorized, but in no case less than \$25. Where authorized par value of stock exceeds \$1,000,000, fees shall be at rate of 5c on each \$1,000 of par value in excess of \$1,000,000, and 2c on each \$1,000 of par value in excess of \$10,000,000. Filing fees aggregating about \$12.50 are also charged.

Annual Taxes: (1) Fee for filing annual list of officers and directors of a corporation, \$5.

(Continued on page 72)

BOSTON, MASS.

Hoosac Storage and Warehouse Company

Lechmere Square, East Cambridge, Mass.

FREE AND BONDED STORAGE

Direct Track Connection B. & M. R. R.

Lechmere Warehouse, East Cambridge, Mass.

Hoosac Stores, Hoosac Docks, Charlestown, Mass.

Warren Bridge Warehouse, Charlestown, Mass.

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C. E. Nichols,
President

Frank Driscoll,
Manager

"FISKE WHARF SERVICE"—obtainable only at
FISKE WHARF STORES

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32 Separate Fireproof Stores.
140,000 sq. ft. Free and Bonded Space.

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Pool Car Service, Forwarding,
Metropolitan Truck Delivery,
Office Space Available.

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Boston (29)

Mass.

STORAGE

B. & M. R. R.
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N. Y., N. H. & H. R. R.
E. Street Stores
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Established 1830

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Pool Car Distribution Specialists for New England
Boston & Maine R. R. Siding

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BOSTON, MASS.
NEW BEDFORD, MASS.
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Gen. Offices: Fall River, Mass.

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Local and Long Distance Trucking.

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WATUPPA, MASS.

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select their

Merchandise and Household Goods Warehouses
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600,000 Sq. Ft. FLOOR SPACE

MODERN BUILDINGS COMBINED
WITH A COMPLETE SERVICE FOR
THE STORAGE AND DISTRIBUTION
OF GENERAL MERCHANDISE.



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FOR RENT OR LEASE

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MAIN OFFICE — 152 FRONT STREET

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Local and Long Distance Furniture Moving

Fireproof Storage Warehouses
Household Goods Storage — Packing — Shipping
Merchandise Storage and Distribution
Pool Car Distribution

DIRECT R.R. SIDING B. & A. R.R. OR ANY R.R.

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**Atlantic States Warehouse
and Cold Storage
Corporation**

385 LIBERTY ST.

General Merchandise and Household Goods Storage
Cold Storage for Butter, Eggs, Poultry, Cheese, Meats
and Citrus Fruits

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Daily Trucking Service to
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radius of fifty miles.

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NECTICUT AND MASSACHUSETTS. PRIVATE SIDING.
SPECIAL FACILITIES FOR MOVING, PACKING AND SHIP-
PING OF HOUSEHOLD EFFECTS. WAREHOUSES AT
BRIDGEPORT, CONN. AND HARTFORD, CONN.

Member of A.W.A., N.F.W.A., A.C.W., A.F.L.



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dependable

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Cold and Merchandise Storage — The only Detroit Warehouse
combining direct rail, highway and marine shipping connections.

DETROIT HARBOR TERMINALS, INC.
4461 JEFFERSON AVENUE DETROIT, MICHIGAN
Eastern Office: 76 Beaver Street, New York City

N.F.W.A. — (See page 53)



Harry G. Beebe,
Jackson, Mich.

(Continued from page 71)

NEW HAMPSHIRE

Incorporation: A flat fee of \$25.

Annual Taxes: (1) A filing fee of \$5 for the annual return to the Secretary of State.

NEW JERSEY

Incorporation: Same fee as is charged a New Jersey corporation upon entering the home State of the foreign corporation desiring to qualify, but in no case less than \$10.

Annual Taxes: There has been no annual tax on foreign corporations doing business in New Jersey, but an Act imposing such a tax was adopted in 1936. No reports are required and no tax payable until 1937. No opinion available as of Aug. 1, 1936, as to how it may affect users of New Jersey public warehouses.

NEW MEXICO

Incorporation: Fee based on authorized capital stock. Rate is \$25 if authorized capital stock is not more than \$250,000; if more than \$250,000 but not more than \$5,000,000, rate is 10c. for each \$1,000 but not to exceed \$250. Foreign corporations having no capital stock, or stock having no par value, pay \$50 for certificate of authority. Filing fees of approximately \$15 are also charged.

Annual Taxes: (1) On filing annual report, foreign corporation is required to pay a fee of 5c for each \$1,000, or fraction thereof, of issued capital stock represented by its property and business in New Mexico, but in no case less than \$5. (2) Franchise tax based on capital stock of a corporation represented by its property and business in the State, assessed at rate of \$1 for each \$1,000 or fraction thereof. (3) Income tax on allocated net income, less \$1,000, of 2%. (4) License for doing business, with the rate measured by the amount of business done, varying from 1/4 of 1% to 2%, depending on type of business. For most business the rate is 2%.

NEW YORK

Incorporation: Fee measured by amount of capital stock employed in the State; that is, such a portion of the issued capital stock as the gross assets employed in any business in New York bear to the gross assets

(Continued on page 75)

DETROIT, MICH.



Central Detroit Warehouse

Located in the heart of the wholesale and jobbing district, within a half-mile of all freight terminals. Modern buildings, lowest insurance rate in city.

Michigan Terminal Warehouse
Wyoming and Brandt Avenues

Modern concrete buildings, fully sprinklered, serving the west side of Detroit and the city of Dearborn. Specializing in heavy and light package merchandise and liquid commodities in bulk. Connected directly with every railroad entering the city.

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Local, regional and storage-in-transit service, offering every facility known to modern distribution.

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Plant

Trunk Line
Terminal
Complete Service

Continental-wide Connections

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Merchandise Storage—General Trucking
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Private Siding on

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Cartage Agents Wabash and Canadian Pacific Railways

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STORAGE—PRIVATE SIDING

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Our reinforced concrete building, centrally located, assures very prompt delivery of goods to our patrons' customers. Desirable offices for rent. Quick service on pool cars. Prompt reshipments and city deliveries by our own motor trucks.

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Operating in 33 States and the District of Columbia.
Every Shipment Insured.

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54 Years' Satisfactory Service

HOUSEHOLD GOODS AND MERCHANDISE STORAGE
MOVING — PACKING — SHIPPING
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For complete warehousing service in Detroit use and depend on U. S.

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United States Cold Storage Company, Dallas
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SPRINKLERED RISK G. T. TRUCKAGE

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FIREPROOF WAREHOUSE—PRIVATE SIDING
Merchandise Storage—Pool Car Distribution
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The only modern fireproof warehouse in Lansing exclusively for household storage.
RUG—TRUNK—SILVER VAULTS
WE KNOW HOW
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ANCHOR WAREHOUSE, Inc.
BONDED - FIREPROOF WAREHOUSE
Exceptional Facilities—Modern Offices
Efficient Service, Free Switching from All Railroads
Ideally located in the heart of the Wholesale and Shipping District
Offering a complete Warehousing and Distribution Service
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Complete Distribution Service

MINNEAPOLIS 617 Washington Ave., N. Operating 200,000 square feet of modern, low insurance rate space. Protected by A.D.T. fire alarm system. Private railroad sidings on G.N. and C.B.&Q. Motor trucks for prompt store-door delivery.	ST. PAUL 8th & Johns St. Operating 150,000 square feet of modern reinforced concrete space, with sprinkler protection. Private railroad sidings on G.N. and C.B.&Q. Motor trucks for prompt store-door delivery.
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MINNEAPOLIS, MINN.

The Northwestern TERMINAL
PUBLIC BONDED WAREHOUSE
WITH COMPLETE FACILITIES
OPERATING OFFICE: 500 Stinson Boulevard, Minneapolis, Minn.
Members, Minn. W.A.

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Outstanding in the Northwest

With splendid warehouse buildings, in key locations, equipped to be used either singly or in combination, a trained, alert personnel and executive staff have built up for this organization a reputation for outstanding service that is known from coast to coast.

Three locations in the Twin Cities. One virtually on the boundary line between Minneapolis and St. Paul, and one in the very heart of each city, enabling us to offer "triple service" in this thriving and important market.

"Triple Service" is more than three strategic locations, however. Let us tell you more about it. Your inquiry is cordially invited.

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618 Washington Avenue N., Minneapolis (Downtown Jobbing District)

ST. PAUL TERMINAL WAREHOUSE COMPANY
8th and Locust Streets, St. Paul (Downtown Jobbing District)

MIDWAY TERMINAL WAREHOUSE COMPANY
2295 University Avenue, St. Paul (Minnesota Transfer Industrial District)

Members: American Warehousemen's Assn. Represented by: Associated Warehouses, Inc., New York and Chicago

(Continued from page 72)

wherever employed in the business. Rate is $\frac{3}{4}$ of 1% for par value shares and 6c a share for no par value shares, with a minimum fee of \$10. There is also a fee, payable to the Secretary of State for filing statement and designation of agent, of \$100.

Annual Taxes: (1) Franchise tax, for the privilege of doing business in the State, of $4\frac{1}{4}\%$ on the corporation's apportioned net income, or a minimum of \$25 on the apportioned issued capital stock computed by an elaborate formula.

NORTH CAROLINA

Incorporation: Fee of 40c for every \$1,000 of the total amount of the capital stock authorized to be issued by the corporation applying for admission. Minimum fee, \$40; maximum, \$500. There is also a filing fee of \$5.

Annual Taxes: (1) Franchise tax of \$1.75 per \$1,000 of issued and outstanding capital stock, surplus and undivided profits allocated to the State, which shall not be less than the assessed value of all property in North Carolina for the year of the report. Minimum tax, \$10. (2) Income tax of 6% of a proportion of its entire net income allocated to the State, which is determined according to an elaborate formula. (3) If merchandise sold and distributed by a manufacturer comes to rest in a warehouse in North Carolina, from which deliveries are made, such sales are subject to the sales tax, such a manufacturer being considered a wholesale merchant. An annual license tax of \$10 is required and an additional tax of $\frac{1}{20}$ of 1% of the total gross sales from such warehoused stocks. (The annual license tax may be applied as a credit against the tax on gross sales.) Where wholesale sales (sales from warehoused

stocks) are made other than for purposes of resale, the retail rate of 3% on such sales applies.

NORTH DAKOTA

Incorporation: Flat fees aggregating \$28.

Annual Taxes: (1) A tax of 3% is imposed on the net income received in the preceding calendar or fiscal year from all sources within the State.

OHIO

Incorporation: (1) A filing fee of \$50. (2) An entrance fee measured by the proportion of a corporation's total issued shares of stock represented by property and business in Ohio. The rate for 1,000 shares or less is 10c a share; more than 1,000 and up to 10,000 shares, an additional 5c a share, etc. Minimum fee, \$25.

Annual Taxes: (1) Franchise tax based on value of the issued and outstanding shares of a corporation allocated, by an elaborate formula, to Ohio at rate of $\frac{1}{10}$ of 1%. Minimum fee, \$25. (2) Income tax of 6% on income from productive investments arising from Ohio business.

OKLAHOMA

Incorporation: Entrance fee of $\frac{1}{10}$ of 1% of the maximum amount of capital invested by the foreign corporation in the State at any one time during the fiscal year in which the license to do business is issued.

Annual Taxes: (1) License tax of \$1 for each \$1,000, or portion thereof, of the value of its capital stock employed in Oklahoma. Minimum fee, \$10; maximum, \$10,000. (2) Income tax of 6% on net income derived from property owned and from business done within

(Continued on page 76)

ROCHESTER, MINN.

903 6th St., N. W.

Phone 5236

CAREY TRANSFER & STORAGE**Bonded Warehousemen**
Complete Warehouse Facilities for Storage & Distribution
MERCHANDISEExperienced Organization and Equipment for
MOVING, PACKING AND STORING
HOUSEHOLD GOODS

Modern Buildings. Private Siding OGWRB Co.

MOTOR TRUCK SERVICE

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only **12** minutes

From Minneapolis or St. Paul—and that isn't the time required to drive your car—that's the actual "trucking time" from our warehouse to the very heart of each of the Twin Cities. This makes the Central Warehouse the natural selection of all shippers who wish to minimize their distribution problems in the Northwest.



No telephone tolls from either city—we operate a joint railway station with direct connections with all lines entering the Twin Cities.

An ideal location for your midwestern branch office—you can enjoy complete facilities and service without investment.

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Represented by Distribution Service, Inc.

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MEMBER

**RICKS STORAGE CO.****BONDED WAREHOUSEMEN**Complete Warehouse Facilities for Storage and Distribution
MERCHANDISEExperienced Organization and Equipment for
MOVING PACKING AND STORING
HOUSEHOLD GOODSModern Buildings. Sprinklered. Private Siding ICRR Co.
Low Insurance Rate**MOTOR TRUCK SERVICE**

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**TRANSPORTATION
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MOVING AND STORAGE HOUSEHOLD GOODS—LOCAL AND LONG DISTANCE MOVING—WAREHOUSING AND DISTRIBUTION OF POOL CAR SHIPMENTS—WE SERVE TERRITORY WITHIN 50-MILE RADIUS JEFFERSON CITY.

Member of National Furniture Warehousemen's Association

JOPLIN, MO.

Tonnies Transfer & Storage Co.

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Joplin, Mo.

Distribution and storage of merchandise
Fireproof warehouses—Motor van service
On railroad siding—Lowest Insurance rates**PACKING—STORAGE—SHIPPING**

N.F.W.A.—(See page 53)

George LaBella,
Minneapolis

(Continued from page 75)

the State. (3) Consumers' tax providing for a tax of 1% on gross proceeds of sales of tangible personal property, sold to or purchased by consumers and/or users within the State might apply to certain storers in public warehouses who sell from spot stocks to contractors and other industrial users.

OREGON*Incorporation:* Flat fee of \$50.

Annual Taxes: (1) License tax, a flat fee of \$200. (2) Excise tax measured by the net income allocated to Oregon, a rate of 8%. (Taxes paid by a foreign corporation on personal property in Oregon may be used as an offset against this tax provided such an offset does not exceed 75% of the excise tax.) Minimum tax, \$10.

PENNSYLVANIA

Incorporation: (1) Fee for certificate, \$30. (2) Entrance fee measured by the amount of capital actually employed, or to be employed, in Pennsylvania, a rate of 1/3 of 1%. Additional assessments are made whenever there is an increase in the tangible property of the corporation in the State.

Annual Taxes: (1) Franchise tax at the rate of 5 mills on the actual value of capital stock of corporation employed in the State, by a formula based one-third on tangible property located in Pennsylvania, one-third on wages, salaries and commissions to employees assignable to Pennsylvania, and one-third to gross receipts assignable to Pennsylvania. (2) Corporate net income tax at rate of 6% of net income assignable to Pennsylvania in accordance with the formula just outlined. (3) Annual foreign bonus at rate of 1/3 of 1% of tangible property situated in Pennsylvania. This is in addition to the "foreign bonus" paid at time of filing for incorporation. (4) Corporate loans tax at rate of 5 mills on items of indebtedness held by residents of Pennsylvania. This tax should be withheld by the treasurer of the foreign corporation when making interest payments.

RHODE ISLAND*Incorporation:* Flat fee of \$30.

Annual Taxes: (1) Corporate excise tax is assessed at rate of 40c on each \$100 value of the outstanding shares and indebtedness over and above the assessed value of the real estate and tangible personal property

(Continued on page 79)

KANSAS CITY, MO.

In Kansas City

it's the **A-B-C FIREPROOF WAREHOUSE CO.**

Distribution Cars are so handled as to carefully safeguard your own interests and those of your customers.

Three Fireproof
Constructed Warehouses

Agents
Allied Van Lines, Inc.

KANSAS CITY, MO.

Merchandise Storage - Low
Insurance Rates - Pool Car
Distribution - Freight For-
warders and Distributors
via rail or daily motor ser-
vice to entire Southwest.

ADAMS
TRANSFER & STORAGE CO.
"Surrounded
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Wholesale
District"

MEMBER OF
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American Warehousemen's
Association - Traffic Club
Chamber of Commerce

UNION
TRUCK
TERMINALS

228-236
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RIGHT
IN THE MIDST OF
BUSINESS - - -

EVERYTHING YOU
NEED IN
KANSAS CITY



BUILDING
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TRACKAGE
SERVICE
ORGANIZATION

Trucking Connections
To All Points with
FREE Pickup and De-
livery.

WALNUT STORAGE
2020-26 WALNUT ST. KANSAS CITY, MO.

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50TH YEAR

CENTRAL STORAGE CO.

Efficient, Complete Merchandise Warehousing Service

Office—1422 ST. LOUIS AVE.
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In Center of Wholesale and Freight House District

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BONDED AND FREE

TERMINAL WAREHOUSES, Inc.

MERCHANDISE AND COLD STORAGE
LOW INSURANCE

MONEY ADVANCED ON STAPLE COMMODITIES

SEE DIRECTORY PAGE 192

KANSAS CITY, MO.

Financing

CROOKS TERMINAL WAREHOUSES

"Kansas City's Finest Warehouses"

LOWEST INSURANCE RATES
BEST RAILROAD FACILITIES
IN THE HEART OF THE FREIGHT
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Operating
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ST. LOUIS, MO.

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\$3,000,000.00

INVESTED . . . TO SERVE YOU

Merchandise storage with low insurance,
and guaranteed responsibility. Modern
Buildings. Large Fleet of up-to-date
trucks and trailers.

KANSAS CITY, MO.

W. E. Murray Transfer & Storage Co.

Modern Fireproof Warehouse with private siding on terminal tracks
connecting all Railroads.

Distribution and Storage Merchandise and H. H. Goods.
Pool Cars Promptly Handled and Reports Mailed in.
Motor Truck Service, City and Interurban.

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THE ONLY WAY TRANSFER & WAREHOUSE CO.

1400-10 ST. LOUIS AVENUE

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CHICAGO 519 W. Roosevelt Rd.
Berkman 3-9963 Canal 5740

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Every facility for efficient warehousing and
distribution of merchandise
Track and Truck connections to all points with
Free pickup and delivery service

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UNITED WAREHOUSE COS.
Merchandise Warehouses
at
TWO BIG
MARKETS
WICHITA, KANSAS ← → KANSAS CITY, MO.

COMPETENT

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personnel of our thirty-two-year old
organization, which is operated on
the theory that its trained and expe-
rienced employees are its greatest asset,
despite a large investment in build-
ings and modern handling equipment.

S. N. LONG WAREHOUSE
ST. LOUIS, MO.



COMPACT
COMPLETE
COMPETENT

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WAREHOUSE, INC.**
MAIN & RUTGER STS.200,000 Sq. Feet of Service
BONDEDMerchandise Storage and
Distribution.Track Connections with All
Rail and River Lines.No Cartage Expense on In
or Outbound L.C.L.
Shipments.

Low Insurance.

ST. LOUIS, MO.

*Most modern warehouse set-up in St. Louis*Lowest Insurance Rates Twenty-five acres of space
Consolidated freight depot in our building, serving all 15
eastern, western, southwestern trunk lines.

Covered railroad docks, capacity 100 cars daily.

Spacious truck docks facing wide streets to speed up service
locally and beyond.

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Twenty floors office space in connection.

Our prices comparable with other warehouses in this terri-
tory.

Storage available on lease or tariff basis.

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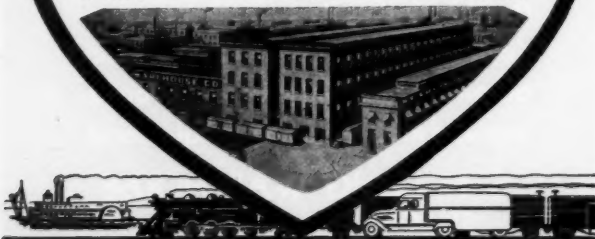
Warehouse Division.

12th Blvd. at Spruce St.

St. Louis, Mo.

*in St. Louis—Use the***ST. LOUIS
TERMINAL WAREHOUSE
COMPANY**

SERVICE THAT EXCELS

Largest INDUSTRIAL WAREHOUSE
ORGANIZATION IN ST. LOUISSix separate warehouses; strategically located to serve any industry conven-
iently and economically. All warehouses on track, with both carload and
less-carload freight rates applying. Low insurance rates.LIQUOR Storage U. S. Internal Revenue Bonded, U. S. Customs Bonded
and Tax Paid facilities under the same roofMember of
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St. Louis Merchandise Warehousemen's Assn.
Midwest Warehouse and Transfemen's Assn.
American Chain of Warehouses, IncorporatedNew York Office
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Phone 3-1225GENERAL OFFICES
838 Clark Avenue
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53 W. Jackson
Harrison 1406

HASTINGS, NEBR.

MEMBER



1876

1936

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Co., Inc.**

Pool Car Distribution

FIREPROOF BONDED
FREIGHT TRUCK CONNECTION TO ALL
OF THE CENTRAL PART OF THE STATE

LINCOLN, NEBR.

100,000 Sq. Feet
Lincoln, Nebraska
301 N. 8th Street35,000 Sq. Feet
Grand Island, Nebraska
311 W. 4th Street**SULLIVANS**

1889

47 Years of Continuous Service

1936

Merchandise and Household Storage—Pool Car Distribution
General Cartage—Trucking—AssemblingWe operate Thirty Trucks and have connections to all points in the
State.Our buildings are clean, both Fire and Non-Fireproof, located on
the lines of the O. B. & Q.—Mo. Pacific and Union Pacific with all
other lines entering either city, absorbing switching.We are Bonded by the State—Our rates are rea-
sonable. We solicit your business and guarantee
satisfaction. Investigation invited.**SULLIVANS**Transfer & Storage Co.
Lincoln, Nebr.Grand Island Storage Co.
Grand Island, Nebr.

LINCOLN, NEBR.

UNION TERMINAL WAREHOUSEConcrete fireproof construction. 315,000 sq. ft. stor-
age; 3000 sq. ft. office and display space. Consign
shipments any railroad. Free switching. Low in-
surance rates. See D. & W. annual Directory.**COMPLETE WAREHOUSING SERVICE**

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OMAHA, NEB.

R. J. MAYER, PRESIDENT

CENTRAL STORAGE & VAN CO.

MAIN OFFICE... 1101-13 JACKSON ST.

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FIREPROOF WAREHOUSE... TRUCKAGE... MOTOR TRUCKS

OMAHA, NEBR.

Member of N.F.W.A.—A.W.A.

FORD BROS
Van & Storage Co.

OMAHA, NEB.

GORDON
Storage
Warehouse, Inc.*Merchandise and Household Goods*Four modern, sprinklered warehouses, located on trackage.
We handle pool cars, merchandise and household goods.
Trucking service. Let us act as your Omaha Branch.

Main Office, 219 N. 11th St.

Member: A.W.A.—N.F.W.A.

OMAHA, NEB.

Member: American Chain of Warehouses, Inc.

KNOWLES STORAGE CO.

901-911 Davenport St.

MERCHANDISE — HOUSEHOLD GOODS

Complete Warehousing and Distribution Service.

Fireproof Building... Trackage... Motor Trucks

N.F.W.A.—(See page 53)



R. A. Ford,
Omaha

(Continued from page 76)

located in the State. (2) Fee for filing annual report, \$2.

SOUTH CAROLINA

Incorporation: Fee based on authorized capital stock at rate varying from \$15 for \$5,000 or less, to \$300 for \$1,000,000, plus \$10 for each additional million dollars.

Annual Taxes: (1) License fee of 3 mills on a \$1 of value of property in South Carolina used in business of corporation. (2) License tax of from \$10 for \$5,000 of a corporation's authorized capital stock allocated to the State, to \$150 for more than \$2,000,000. (3) Annual report fee of \$10 when filing annual statement with Secretary of State. (4) A tax on net income of 4½% of that portion of net income allocated by means of an elaborate formula to sources within the State.

SOUTH DAKOTA

Incorporation: A fee of \$25 and \$1 for every \$1,000 of a corporation's capital stock exceeding \$25,000 employed, or to be employed, in the State. Additional fee for filing corporation statement, 50c.

Annual Taxes: (1) Income tax based on income derived from business transacted and property located in the State, at rate of 1% on the first \$1,000 up to 8% on income exceeding \$250,000.

TENNESSEE

Incorporation: Flat fee of \$320.

Annual Taxes: (1) Annual fee equal to ¼ of 1% of gross amount of its receipts for the previous calendar year, arising from business done wholly within the State. Minimum fee, \$25. Corporations have the option of paying on the basis of their authorized stock at rate of \$5 for actual capital stock of \$25,000 or less, up to \$150 for capital stock of \$1,000,000 or more. (2) Privilege tax for privilege of doing business in Tennessee, 15c on every \$100 or major fraction thereof worth of capital invested in the State. Minimum tax, \$10. (3) Excise tax equal to 3% of net earnings of a corporation from business done wholly within the State. The annual fee or tax may be used as an offset against this excise tax.

TEXAS

Incorporation: Fee based on the proportion of issued capital stock corresponding to proportion of assets and business in Texas. The rate is \$50 for capital stock used in Texas of \$10,000 or less; more than \$10,000, the rate increases by \$10 for each \$10,000 additional

(Continued on page 80)

OMAHA, NEBR.

Pacific Storage & Warehouse Co.

1007-9-11 JONES STREET

Merchandise Storage and Distribution — Pool cars solicited
Private Siding — Motor Trucks

Our Warehouse is in the Center of the Jobbing and Business District.

SERVICE THAT SATISFIES IS OUR MOTTO

Members of the Mid-West Warehousemen's Ass'n, American Warehousemen's Ass'n

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Make Our Warehouse Your Branch Office for Complete Service in New Hampshire

NASHUA, N. H.

McLANE & TAYLOR

CONCORD, N. H.

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General Merchandise Storage & Distribution, Household Goods, Storage, Cold Storage, Unexcelled Facilities.

Pool Car Distribution

Direct R. R. Siding, Boston & Maine R. R.

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Established 1887 R. T. BLAUVELT, President

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Caldwell
Glen Ridge
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Office, 75 Main Street

Maplewood
Montclair
Newark
Summit

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All the Oranges

Agents for Aero Mayflower Transit Company.

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RUTHERFORD, N. J.

WESTWOOD, N. J.

GEO. B. HOLMAN & CO., Inc.

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SHIPPING

PACKING

HOUSEHOLD GOODS

Most Modern Equipment in North Jersey

Complete Warehouse Service

Motor Vans for Local and Long Distance Hauling

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Agent: Allied Van Lines, Inc.

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NEWARK, N. J.

MEMBER: N.J.F.W.A. and N.F.W.A.

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MOVING!

STORAGE!

—dependable since 1860—

KNICKERBOCKER

STORAGE WAREHOUSE COMPANY

96 to 106 ARLINGTON STREET
Wm. R. Mulligan, Pres.

74 to 76 SHIPMAN STREET
James E. Mulligan, Sec'y and Mgr.

The Producers of

Bee Brand Spices

select their

Merchandise and Cold Storage Warehouses

from the pages of this magazine

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**Lehigh Warehouse &
Transportation Co., Inc.**

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Storage and Distribution of
General Merchandise.

Lehigh Valley Railroad siding.

We operate our own fleet of Motor
Trucks making store door
delivery within a radius
of 30 miles.

PLAINFIELD, N. J.

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FIREPROOF STORAGE WAREHOUSES

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128-130 E. Main St. 25 Livingston Ave. 88 Day St.

Members: N.J.F.W.A. and N.F.W.A.

New Jersey's Largest Moving and Distribution Specialists

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SOUTH ORANGE STORAGE CO., INC.

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Colonie and Montgomery Sts.Albany, N. Y.
Telephone 3-4101General Merchandise — Cooler and sharp
freezer Cold Storage; also U. S. Custom
Bonded space available. Office and storage
space for lease. Fireproof construction with
very low insurance rate. Storage in Transit
privileges. All classes of modern warehouse
and distribution service rendered.**COLD STORAGE — DRY STORAGE
DISTRIBUTION**

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Warehouse Co., Inc.**

Main office: 1 Dean Street

Storage for every need. Pool cars a spe-
cialty. Available storage space for rent if
desired. Direct track connections with all
railroads running into Albany.Member
American Chain of Warehouse
American Warehousemen's Association

N.F.W.A.—(See page 53)

William T. Bostwick,
New York City

(Continued from page 79)

stock. Maximum fee, \$2,500. No par stock is valued
at the actual consideration received. Minimum fee, \$50.**Annual Taxes:** (1) Franchise tax based on that per-
centage of a corporation's business done within Texas
to the total business done by the corporation, this per-
centage being applied to the amount of taxable capital.
Taxable capital includes capital stock, plus surplus and
undivided profits (but not less deficit), plus outstand-
ing notes, bonds and debentures of maturity date of
one year or longer. The rate is 60c per \$1,000 on
taxable capital up to \$1,000,000, and 30c per \$1,000 on
taxable capital in excess of that amount.**UTAH****Incorporation:** Fee of 25c on each \$1,000, or frac-
tional part thereof, of that proportion of a corpora-
tion's capital stock represented, or to be represented,
by its property owned and business done in Utah. No
par value stock considered as valued at \$100. Filing
fees of approximately \$25 also are charged.**Annual Taxes:** (1) Franchise tax for privilege of
doing business in the State measured by the net in-
come allocated to Utah, or the fair value of the
tangible property within the State. The rate is 3% of
the net income, or 1/20 of 1% of the fair value of the
tangible property in the State, whichever is greater.
Minimum tax, \$10.**VERMONT****Incorporation:** Flat fee of \$25 plus a *pro rata* pro-
portion of annual license tax.

(Continued on page 83)

AMSTERDAM, N. Y.

GEORGE H. MAUS, INC.
STORAGE WAREHOUSES

25-35 Hamilton St., Amsterdam, N. Y.

**PUBLIC STORAGE, SPRINKLER SYSTEM
LOWEST INSURANCE**

On main line of N.Y.C., West Shore R.R., and New York
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Moving — Trucking — Storage

Long Distance Moving

Member of
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LICENSED BY COCA, RUBBER AND METAL EXCHANGES.
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**EAGLE WAREHOUSE
AND STORAGE COMPANY**

28 Fulton Street Brooklyn, N. Y.

We specialize in shipments from correspondents, collections handled.
Our strictly fireproof building is ideally equipped for storage of
household goods and valuables.

We pack goods for shipment, and have a fleet of vans for prompt
deliveries.

N.F.W.A.—(See page 53)



E. C. J. McShane,
Great Neck, N. Y.

Waukegan Company Expands

An extensive construction program on 23,000 square feet of ground purchased on Sheridan Road in Waukegan, Ill., has been started by Weber Cartage Co., owned and operated by Waukegan Transfer & Storage Co., which plans to make the structure one of the best-equipped motor freight terminals in Illinois. An office building will have a fireproof compartment for records. Other features will include a 50-foot loading platform, garage, grease rack, filling station, and equipment to facilitate movement of freight. The space has been entirely enclosed with a high wire fence to provide safety for drivers and public.

BROOKLYN, N. Y.



Established 1860

Peter F. Reilly's Sons

Fireproof Warehouses

491-501 Bergen St.

"First Moving Vans in America"

Modern Depository for the Storage of
Household Goods

BROOKLYN, N. Y.

**WILLIAM H. STRANG WAREHOUSES
Inc.**

Established 1875

900-910 Atlantic Avenue 892-898 Atlantic Avenue

**Packing, Shipping, Moving and
Storage of Household Goods**

N. Y. F. W. A.—N. F. W. A.

BUFFALO, N. Y.

Fred F. Dye Fireproof Warehouse, Inc.

1661-1669 Main St.

OUR WAREHOUSES ALL FIREPROOF

Household Goods—General Merchandise—Regular Trips—
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Members B.W.A.—N.F.W.A.

BUFFALO, N. Y.

Knowlton Warehouse Co.

50 Mississippi Street, Buffalo, N. Y.

**POOL CAR DISTRIBUTION
MERCHANDISE STORAGE
PRIVATE SIDING**

BUFFALO, N. Y.

Let us care for your needs in Buffalo

Larkin Terminal Warehouse

Buffalo, N. Y.

Specializes in handling
pool cars. No cartage
on railroad shipments.

Lowest insurance
rates

Stores autos
and general
merchandise

Government Bonded Warehouse

For further information write J. E. Wilson, Traffic Manager

BUFFALO, N. Y.

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TERMINALS**

... HAVE SOMETHING IN STORE for you ...

LOCATED IN NIAGARA FRONTIER FOOD TERMINAL

BUFFALO, N. Y.



**LEONARD
WAREHOUSES**

Offices, 163 Georgia Street

Member of B.W.A.—Mayflower W.A.

BUFFALO, N. Y.

ASSURANCE of complete SATISFACTION is yours when
your DISTRIBUTION and STORAGE is in the hands of

THE MARKET TERMINAL WAREHOUSE

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Represented by Associated Warehouses, Inc.
New York and Chicago

BUFFALO, N. Y.

70,000 SQ. FT. OF STORAGE SPACE

SHIPPERS EXPRESS TERMINAL & WAREHOUSE

General Office: 135 SCOTT STREET

Merchandise storage—Fireproof building—Lehigh Valley Railroad siding—Pool car distribution—Daily delivery to Western New York and Canadian Points by our own large fleet of motor trucks—Dependable service.

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GENERAL MERCHANDISE—COLD STORAGE
WAREHOUSE

Cargo-Handling
Rail-Lake and Barge
Terminal
96 Car Track
Capacity
1500 Feet Private
Dock



Financing—
Distribution
Auto Dealers
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Service
Office and
Factory Space

TERMINALS & TRANSPORTATION
CORPORATION

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ELMIRA, N. Y.

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STORAGE WAREHOUSE and TRANSFER

On main line Lacka-Erie-Penna.-L.V.R. R. Free Switching. WE ARE SPECIALISTS on Storage and Distribution of Pooled cars. Let us SERVE you and Prove it.

Members Am. Chain of Warehouses & A.W.A.

WE SHIP SUDDEN.

Nathan Bimberg, Gen. Mgr.

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MERCHANDISE—HOUSEHOLD GOODS

Pool Cars—Truck and Van Service

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Fireproof Warehouses

Moving, Packing, Storing and Shipping of Household Goods. 10 blocks from the World's Fair Corona Freight Station, serving Jackson Heights, Elmhurst, Corona, Whitestone, College Point, Bayside, Douglaston.

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FOREST HILLS, L. I., N. Y.



Forest Hills Fireproof Storage

Austin St. and Herrick Ave.

Storage and Shipping of Household Goods Exclusively

Serving Forest Hills, Elmhurst, Kew Gardens, Richmond Hill, Jackson Heights.

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E. C. J. McShane, Pres.

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New Fire Proof Warehouse

for

Household Goods—Works of Art
Individual Rooms

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DOUGLSTON
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We solicit your patronage for the following towns:

FREEPORT
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GLEN COVE
AMITYVILLE

GLEN HEAD
BAYSHORE
PORT WASHINGTON
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OYSTER BAY
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GARDEN CITY
BALDWIN
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HEMPSTEAD STORAGE
CORPORATION237 MAIN STREET, HEMPSTEAD,
L. I., N. Y.

JAMAICA, L. I., N. Y.

Route Shipments for Long Island To

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STORAGE WAREHOUSE CO.

FIREPROOF

Wrapping Packing
Crating Shipping

Specializing in Packing and Unpacking
High Grade Furniture and Art Objects
Adjacent to Largest R. R.
Terminal on Long Island

9329-41 170th Street at
Long Island Railroad

Telephone—Jamaica 6-1035-1036



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Members N.Y.F.W.A.
L.I.W.A.N.F.W.A.
Cham. Comm.

QUEENSBORO STORAGE

Van Wyck Blvd. at 94th Ave.

Richmond
Hill P. O.

Fireproof Whse.—Van Service—Packing
Long Island's Foremost Household Goods Warehouse
SERVING ALL Long Island POINTS

KEW GARDENS, L. I., N. Y.

Telephones, Richmond Hill 2-2871, Republic 9-1400

Kew Gardens Storage Warehouse, Inc.

Motor Vans, Packing, Shipping

Fireproof Storage Warehouse

Van Wyck Boulevard at Atlantic Ave.

Richmond Hill, N. Y.

LONG ISLAND CITY, N. Y.

"WHERE YOU GET SERVICE"

IDEALLY LOCATED FOR ALL
LONG ISLAND SHIPMENTS

ROCCO VAN & STORAGE CORP.

MODERN FIREPROOF WAREHOUSE

3115 31st St., L. I. City, N. Y.

QUICK SERVICE—PROMPT REMITTANCES

Members N.F.W.A.—N.Y.F.W.A.—N.Y.S.W.A.



NEW ROCHELLE, N. Y.

Moving, Packing Storing, Shipping

O'Brien's Fireproof Storage Warehouse, Inc.

Packers and Shippers of Fine Furniture
and Works of Art

Also Serving

New Rochelle, Pelham, Larchmont, Mamaroneck, White
Plains, Scarsdale, Hartsdale. Send B/L to us at
New Rochelle.



N.F.W.A.—(See page 53)



Alexander Gaw
New York City

(Continued from page 80)

Annual Taxes: (1) License tax of \$10 on corporations with capital stock of \$50,000 or less. For each \$50,000 or fractional part thereof in excess of \$50,000, \$5 additional is assessed. Maximum tax, \$100. Capital stock without par value is considered as having a par value of \$100 a share. (2) Income tax for privilege of doing business in the State, 2% on allocated net income from business done in the State.

VIRGINIA

Incorporation: Fee measured by corporation's maximum authorized capital stock, and ranges from \$30 for \$50,000 or less, to \$5,000 for more than \$90,000,000. Filing fee of \$5 also is charged, as well as \$6 for recording fee.

Annual Taxes: (1) Annual registration fee measured by the maximum capital stock of a corporation and ranging from \$5 for \$15,000 or less, to \$25 for more than \$300,000. (2) Tax on net income, 3% on that income derived from business or property in Virginia. (3) State capital tax based on the capital employed in the State as of Jan. 1 of each year and assessed at rate of 75c per \$100.

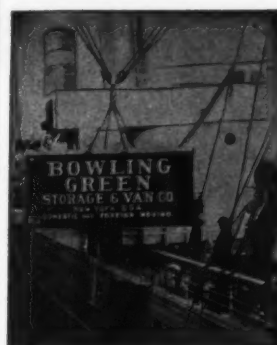
WASHINGTON

Incorporation: Fee measured by the portion of a corporation's capital stock represented, or to be represented, in Washington, to be ascertained by comparing the value in money of its entire property and capital with the value in money of its property and capital in, or to be brought into, and used, in this State. Rate is \$25 for \$50,000 or less. On more than \$50,000 to \$1,000,000, add 1/20 of 1%; more than \$1,000,000 to \$4,000,000, add 1/50 of 1% and for \$4,000,000 and more, add 1/100 of 1%. Maximum fee, \$2,500.

Annual Taxes: (1) Franchise tax measured by proportion of the capital stock represented by a corporation's property and business in the State, to be ascertained by comparing the entire volume of business with the volume of business in the State. Rate is \$15 for \$50,000 or less. On more than \$50,000 to \$1,000,000, add 1/40 of 1%; more than \$1,000,000 to \$4,000,000, add 1/100 of 1%; more than \$4,000,000, add 1/200 of 1%. (2) Business and occupation tax at rate of 1/4 of 1% on all orders taken within the State where such orders are filled from the stock maintained in a warehouse in that State. In addition, if storer takes orders in Washington which are intended to be filled from the stock maintained in that State, but which are actually

(Concluded on page 84)

NEW YORK, N. Y.



Bowling Green Storage & Van Co.

Foreign and Domestic
Removals

**STORAGE
PACKING**

Office, 8-10 Bridge St.
Warehouse, 250 West 65th St.

NEW YORK, N. Y.

BUSH TERMINAL

Gen. Offices 100 Broad St., New York City

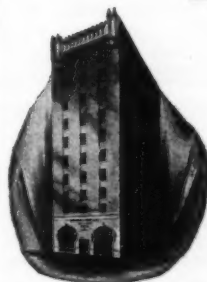
Warehousing—Distribution—Manufacturing Facilities
Cold Storage—Fumigation

SHIP-SIDE, RAIL-SIDE, MOTOR TRUCK

NEW YORK, N. Y.

Byrnes Brothers Warehouses, Inc.

ESTABLISHED 1870



Two centrally located modern fire-proof warehouses, adjacent to all railroads, for prompt and economical handling of your shipments.

Sixty-six years of dependable service is your guarantee in selecting us as your New York representative.

305-307 East 61st Street

Members: N. Y. F. W. A.,
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NEW YORK, N. Y.

FIREPROOF WAREHOUSES



Bay & Meyer Murray & Young, Inc.

PORTOVAULT
STEEL VAULT STORAGE

1166 SECOND AVE., NEW YORK



NEW YORK, N. Y.

DAYTON STORAGE CO., Inc.

Fireproof Warehouses

Modern Equipment

Lift Van Service



Centrally Located
Consign Shipments
To Us

Prompt Remittances

1317 Westchester Ave.

NEW YORK, N. Y.

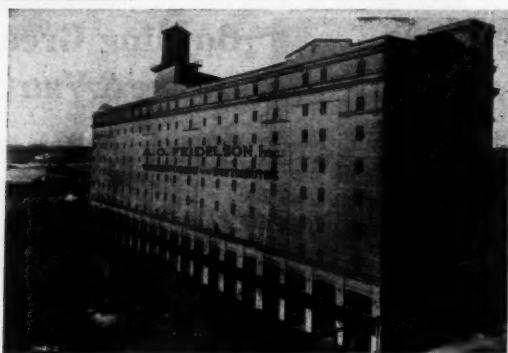
Fireproof Storage Warehouses

Dunham & Reid Inc.

The storing, packing, moving and shipping of Household Goods and Art objects is attended to on a basis of quality. Dunham & Reid Service surrounds the shipper at all times with a greater margin of Safety and Security. Low insurance rates. Prompt remittances. Located in the heart of New York.

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New York City
Members of N. F. W. A., N. Y. F. W. A., V. O. A.

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Unusual Facilities In The Metropolitan Area

We say unusual because we combine—for the New York distribution area—a midtown location with B. & O. sidings the lowest insurance rate and perfected distribution service. Concrete building, supervised sprinkler system throughout. Inbound and outbound carload shipments handled via B. & O. R. R. without cartage or switching expense. Team truck yard adjoining the building.

Shippers are cordially invited to inspect our plant and consult with us in their warehouse and distribution problems.

A. O. FEIDELSON, Inc.

SUCCESSOR TO B. & O. 26th ST. STORES
ROBERT E. BARRY, Gen. Mgr. Warehouse Division
General Offices—26th St. & 11th Ave.
NEW YORK CITY

Member of Warehousemen's Assoc. of the Port of New York and American Warehousemen's Association

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THE GILBERT STORAGE CO., INC.

Specialists in Pool Car Distribution—Warehouses Located on East and West Side—Fireproof Storage.
Formerly HARLEM STORAGE WAREHOUSE CO., INC.
Executive Office, 30 W. 60th St. West Side Warehouse, 30 W. 60th St.
East Side Warehouse, 211 E. 100th St.
Agent for ALLIED VAN LINES, INC. Nation-wide Long Distance Moving. A National Organization owned and operated by the leading storage warehouse companies in the United States.
Members N. F. W. A., N. Y. F. W. A. and N. Y. S. W. A.

NEW YORK, N. Y.

SEND YOUR BRONX AND WESTCHESTER SHIPMENTS TO

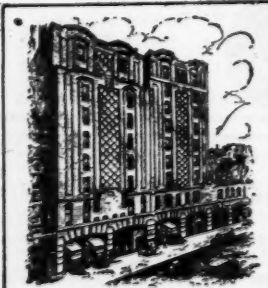


Globe Fireproof Storage Warehouse Co., Inc.

New Fireproof Storage Warehouse
Offices: 810-812 East 170th St.
Members N.F.W.A., N.Y.F.W.A.

NEW YORK, N. Y.

William F. Hahn, Pres. Fred J. Hahn, Sec. & Treas.
STORAGE—MOVING—PACKING
We Specialize in Lift Van Shipments



HAHN BROS.

FIREPROOF WAREHOUSES, INC.

108-120 WEST 107th STREET

— AND —

231-235 EAST 55th STREET
NEW YORK CITY

Efficient and Capable Organization
Modern Fireproof Buildings
Personal Supervision

Member Mayflower Warehousemen's Association

N.F.W.A.—(See page 53)



Elmer S. Dayer, Buffalo

(Concluded from page 83)

filled from outside the State, due to a shortage in the Washington warehouses, he will be taxable on such sales. (3) Annual certificate of registration fee, \$1. (4) Income tax of 4% on net income allocated to Washington.

WEST VIRGINIA

Incorporation: Flat fee of \$10 plus filing fees of about \$5.

Annual Taxes: (1) Fee of \$10 for the services of State Auditor as attorney in fact. (2) License tax measured according to proportion of a corporation's issued and outstanding capital stock which is represented by its property owned and used in West Virginia. Rate varies from \$30 for authorized capital stock of \$5,000 or less, to \$270 for \$1,000,000, etc. Minimum tax, \$150. Shares of stock of no par value presumed to have a value of \$25. (3) Tax on gross sales or gross income is levied on all business as an annual privilege tax. It depends on type of business whether it is levied on gross proceeds of sales or gross income. Separate rates are fixed for different kinds of business.

WISCONSIN

Incorporation: Fee of \$25 and \$1 for every \$1,000 of its capital exceeding \$25,000, employed, or to be employed, in the State. Capital stock without par value is deemed to have a value of \$10.

Annual Taxes: (1) License tax measured by proportion of a corporation's capital employed in the State. There is a \$2 filing fee for tax report; and if the capital employed in Wisconsin exceeds \$25,000 there is an additional fee which, with previous payments, is to amount to \$1 for each \$1,000 of such excess. (2) Tax on net allocated income from Wisconsin property, 2% on the first \$1,000, or any part thereof, to 6% on anything more than \$6,000.

WYOMING

Incorporation: Fee of \$10, and an additional sum of \$1 for each \$1,000, or fractional part thereof, of that portion of a corporation's capital and assets located and employed within the State. Filing fees of about \$8 also are charged.

Annual Taxes: (1) License tax measured by portion of a corporation's property and assets located in and employed in the State. Rate for \$50,000 or less is \$5; for \$500,000 to \$1,000,000, rate is \$50, with \$50 additional tax for each additional \$1,000,000.

NEW YORK, N. Y.

AN ASSOCIATED

LACKAWANNA

TERMINAL WAREHOUSES, INC.

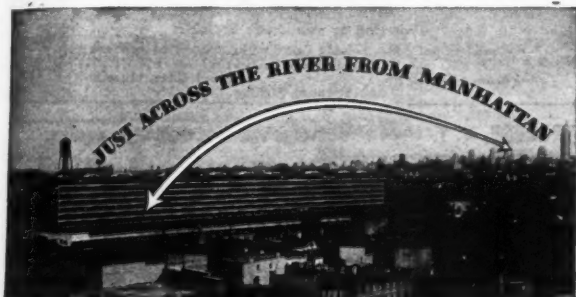
JERSEY CITY, N. J.

(Six hundred feet from the Manhattan Tunnel Plaza)

SUPERIOR DISTRIBUTION

A stock of your products carried in our Terminal is within 24 hours of your customer's door at any principal point between Boston and Washington, D. C. ♦ Traffic experts route your shipments via dependable lines at minimum charges. ♦ Side track facilities and L. C. L. Freight station in same building. ♦ Coastal Steamship connections, eliminate unnecessary cartage expense. ♦ Direct Motor Truck Store Door Delivery Service covering wide area. ♦ Pool Car Distribution. ♦ Modern Building and Minimum Insurance Rates.

WAREHOUSE



NEW YORK, N. Y.

Offering a Superior Service at a Reasonable Price

Fireproof Vaults

Electric Van Service

Cold Storage

Separate Vans

Safe Deposit Vaults

Maintaining a modern fireproof building; easily accessible; storing household goods of every kind in separate fireproof rooms, vaults or galleries which are constructed to properly care for goods of value.

Special vaults for silverware and valuables; also vaults of arctic chill for storage of furs, tapestries, rugs, clothing or any other article of value that requires safeguarding from moth ravages.

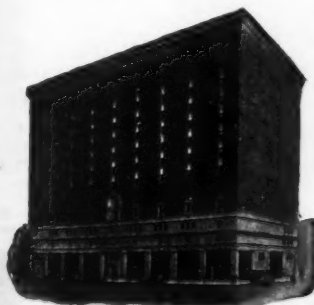
Special van equipment for transporting goods to and from warehouse and home or out-of-town. Also house-to-house moving.

Fumigating tanks to destroy moth or insects in furniture, rugs or bedding.

Special vans for shipments of household goods to all parts of the world.

Dead storage for automobiles. Batteries are cared for on premises.

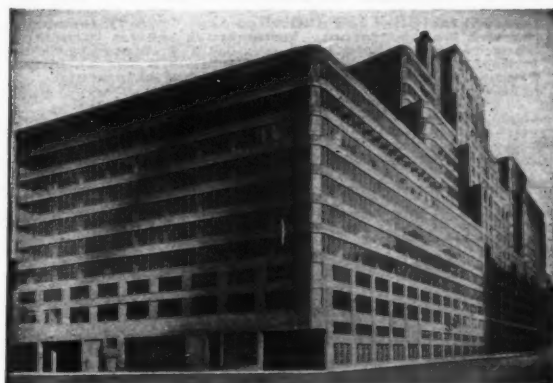
Our experience of 50 years guarantees satisfactory performance.



Lincoln Warehouse Corporation
1187 to 1201 Third Ave., at 69th and 70th Sts.

Alexander Caw, Vice-President and General Manager
Horace Roberts, Superintendent of Warehouses

STARRETT LEHIGH BUILDING



Look Before You Locate

Starrett Lehigh Building, bounded by West 26th and West 27th Streets and 11th and 13th Avenues, New York City, affords an excellent location for manufacturing and distribution.

IT HAS —

- Lehigh Valley Railroad freight terminal on street level. Freight elevators direct to platform in rail yard.
- Truck elevators to all floors with convenient truck pits, offering street floor facilities throughout the building.
- Floor areas, 52,000 to 124,000 sq. ft. Smaller units may be leased.
- Low insurance rates.
- Live steam for manufacturing purposes.
- Fast passenger elevators.
- Restaurant and barber shop.

INVESTIGATE THE ADVANTAGES OF THIS BUILDING

You will find it easily adaptable as your Eastern manufacturing and distributing plant, sales and display offices. It is situated on wide thoroughfares in the center of Manhattan.

Nationally-known concerns, already occupants of the building, have been able materially to lower their New York operating costs and at the same time increase their efficiency. You, too, can save here.

Starrett Lehigh Building

D. R. CROTSLEY, Manager, 601 West 26th Street
Telephone: CHickering 4-5520

NEW YORK, N. Y.

Storage, Distribution and Freight Forwarding
from an Ultra-Modern Free and Bonded
Warehouse.

IDEALLY LOCATED

IN THE VERY CENTER OF NEW YORK CITY

Adjacent to All Piers, Jobbing Centers
and The Holland Tunnel

Unusual facilities and unlimited experience in forward-
ing and transportation. Motor truck service furnished
when required, both local and long distance. Lehigh
Valley R.R. siding—12 car capacity—in the building.
Prompt handling—domestic or foreign shipments.

MIDTOWN WAREHOUSE, INC.

Starrett Lehigh Bldg.
601 West 26th St., N. Y. C.

NEW YORK, N. Y.

The National Cold Storage Co., Inc.

OPERATING WAREHOUSES FOR STORAGE OF
PERISHABLE FOOD PRODUCTS

BROOKLYN
68 Furman St.

JERSEY CITY
176 Ninth St.

Distribution Facilities

Storage in Transit

General Offices: 19 Hudson St., New York

NEW YORK, N. Y.



SANTINI BROS., INC.

Serving Greater New York and All Points in Westchester
County

MOVERS—PACKERS—SHIPPERS

General Offices: 1405-11 Jerome Ave.—Tel.: JEROME 6-6000

Four Fireproof Warehouses

3,000,000 CUBIC FEET—POOL CAR DISTRIBUTION

NEW YORK, N. Y.

Seaboard Storage Corporation

New York Office: 99 Wall St.

Distribution in the Metropolitan Area.

Steamship facilities — Railroad connections — Motor
truck distribution — One Responsibility.

Port Newark Terminal
Foot of Doremus Ave.

Brooklyn Terminal
Foot of Smith St.

NEW YORK CITY, N. Y.

DISTRIBUTION...

General and Cold Storage. Sprinklered Building.
Direct track connections N.Y.C., Erie, L.V.R.R.
No cartage costs on reshipments. Same day de-
livery within 50-mile zone.

Terminal Warehouse Company

27th and 28th Streets 11th to 13th Avenue



ROCHESTER, N. Y.

George M. Clancy Carting Co., Inc.

Storage Warehouse

55-85 Railroad Street

General Merchandise Storage . Distribution

Household Goods Storage . Shipping

Pool Cars Distributed and Reshipped

Direct R. R. Siding N. Y. Central

In the Center of Rochester

ROCHESTER, N. Y.

Established 1893

Storage of Automobiles and General Merchandise

N. Y. C. R. R. 10 Car Capacity. Private Siding

Pool Car Distribution Motor Service

Heated Throughout Sprinklered Low Insurance Rate

MONROE WAREHOUSE COMPANY, Inc.

Offices: 1044 University Ave.

Member of A. W. A.

ROCHESTER, N. Y.

ROCHESTER
STORAGE WAREHOUSES, Inc.

26 N. Washington St.

MERCHANDISE STORAGE . DISTRIBUTION AND
FORWARDING . STORE DOOR DELIVERY

SCHENECTADY, N. Y.

Schenectady Storage and Trucking
McCormack Highway
Transportation

Offices: 160 Erie Blvd.

General Merchandise Storage and Distribution
Pool Car Distribution Household Goods
Storage and Moving Long Distance Trucking

SYRACUSE, N. Y.

Fireproof Throughout

Flagg Storage Warehouse Co.
SYRACUSE, N. Y.

Protected by Automatic Sprinkler

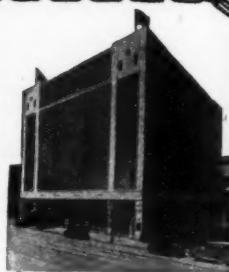
Consign your Household Goods Shipments in our care
MOVING — STORAGE — PACKING — SHIPPING
Mdse. Storage Pool Car Distribution Private Siding

SYRACUSE, N. Y.

The Key Warehouse
in the Hub of
New York State

There's more profit for you in
this important market if you
use our low-cost modern ware-
housing and distributing facili-
ties. Motor-freight, daily store-
door delivery over large area.
Write for details.

Member AWA, ACW,
NFWA, AVL



Great Northern Warehouses, Inc.

348-360 W. Fayette St., Syracuse, N. Y.

SYRACUSE, N. Y.

DISTRIBUTION KING STORAGE
SINCE 1897

MERCHANDISE

HOUSEHOLD
GOODS

MOTOR FRT.
STORE DOOR
DELIVERY

MEMBERS
A.W.A. N.F.W.A.
AGT. A.V.L.

Represented by
Distribution Service, Inc.—New York—Chicago—San Francisco

UTICA, N. Y.

BROAD STREET WAREHOUSE, INC.

Complete Warehousing
Service

General Merchandise — Cold Storage
Heated Storage

Private Siding and Motor Freight Terminal
Daily Trucking Service to all
Points in New York State

N.F.W.A.—(See page 53)



James H. Evans and James L. Evans (father and son),
White Plains, N. Y.

Waterways and Terminals

(Continued from page 29)

Norwegian Cargo Direct to Oswego

Oswego, N. Y., Lake Ontario port, received the first cargo to reach it in an uninterrupted voyage from Europe when the Norwegian steamship "Vigor" discharged 500 tons of zinc and aluminum from Oslo, Norway.

Brewery Uses Barges

A large brewery located at Martin's Ferry, Ohio, is making plans for distribution of its products along the Ohio River, as far downstream as Huntington, W. Va., by use of towboat and barge. The concern expects to use its own floating equipment.

Norway-Duluth Direct

THE Fjell Line has arranged to berth at Duluth the steamship *Solar* from Norway ports. Another new Fjell Line vessel will make its appearance in Chicago during October; the steamer *Taborfjell*, fresh from the shipyards, cleared from Norway late in September for Chicago.

The Fjell Line is furnishing direct service fortnightly between Chicago, Milwaukee, Detroit, Toledo, Cleveland, and London, Hamburg, Rotterdam and Antwerp. Also every three weeks from the same American ports to Liverpool and Manchester, and Oslo, Sweden, calling at Montreal in both directions.

Some warehouse terminal in Duluth can make a valuable connection with this line.

Woolworth Bombshell

FOR years past the steamship lines from the Pacific Coast to European ports have been enjoying a steadily increasing volume of traffic in dried fruits and

(Continued on page 58)

UTICA, N. Y.

Jones-Clark Trucking & Storage Co. of Utica, N. Y.

The Heart of New York State and natural distributing point. "Jones of Utica" has distributed Merchandise and Household Goods for 37 years. Every modern facility.

Member: N.F.W.A., Allied Van Lines, Inc.

UTICA, N. Y.

Established 1916

Utica Warehouse Co., Inc.

Box 276

Utica, N. Y.

Unexcelled facilities for handling bulk shipments. Storage in transit on Cotton—Specializing in, Textiles, Alkalies, Denatured Alcohol. Warehouses on D. L. & W. and N. Y. C.—Private Sidings—Sprinklered throughout—Pool Car Distribution—Motor Service.

WHITE PLAINS, N. Y.

J. H. EVANS & SONS, INC.

Office & Warehouse: 253-257 Hamilton Ave.

Household Goods Moving, Storage, Packing, Shipping
Prompt service for any point in Westchester County

Member N.Y.F.W.A.—N.F.W.A.

YONKERS, N. Y.

McCann's Storage Warehouse Co. 3 MILL ST.

Fireproof Storage Warehouse

Strictly modern in every respect. The largest and latest in Westchester County—serving entire county.

CHARLOTTE, N. C.

AMERICAN STORAGE & WAREHOUSE CO. CHARLOTTE, N. C.

OFFICE AND WAREHOUSE 505 S. CEDAR ST.

MERCHANDISE STORAGE ONLY. POOL CARS DISTRIBUTED.
MOTOR TRUCK SERVICE LOCAL AND DISTANCE. PRIVATE
RAILROAD SIDING.

ESTABLISHED 1908

CHARLOTTE, N. C.

Carolina Transfer & Storage Co.

1230 W. Morehead St., Charlotte, N. C.

Bonded fireproof storage.

Household goods and merchandise.

Pool cars handled promptly. Motor Service.

Members A. W. A. and N. F. W. A.

CHARLOTTE, N. C.



MERCHANDISE STORAGE

Pool Car Distributors
Private Sidings

UNION STORAGE & WAREHOUSE CO., INC.
(BONDED)

1000-1008 West Morehead St.
Private Branch Exchange

30 Private Offices
Insurance Rate 25c

MEMBER OF A.W.A.—MAY.W.A.—ALLIED DIST., INC.

TARBORO, N. C.

EDGEcombe BONDED WAREHOUSE TARBORO, N. C.

Largest Sprinklered Warehouses in
Eastern North Carolina
Insurance rate 22½ cents

Pool Car Shipments and Distribution Service—Trucking
Facilities
Located in the Most Prosperous Section of North Carolina

WILMINGTON, N. C.

33,000 Sq. Ft. Floor Space—Fireproof

Farrar Transfer & Storage Warehouse

1121 South Front Street

Household Goods, Storage, Packing, Shipping

POOL CAR DISTRIBUTION

MOTOR SERVICE

Use Private Siding—A. C. L. R. R.

FARGO, N. D.

Union Storage & Transfer Co. Fargo, N. D.

General Storage—Cold Storage—

Household Goods

Established 1906

Four warehouse units, total of 180,500 sq. ft. floor space—two sprinkler equipped and two fireproof construction. Low insurance rates. Spot stocks, pool car distribution, complete warehouse services. Ship in our cars for prompt and good service.

Office: Rm. 206-10 Northern Pacific Avenue

AWA—ACW—MNWA—NFWA

GRAND FORKS, N. D.

KEDNEY WAREHOUSE CO.STORAGE—MOVING—PACKING
SHIPPING

POOL CAR DISTRIBUTION—MOTOR FREIGHT TERMINAL

AKRON, OHIO

Cotter-City View Storage Co.

Main Office: 70 CHERRY ST., AKRON, OHIO

150,000 SQ. FEET STORAGE SPACE

Fireproof, concrete buildings, modern facilities, convenient location, ideally suited for clean, careful storage of

HOUSEHOLD GOODS and MERCHANDISE

Distribution area: Akron, Barberton, Cuyahoga Falls. Special attention to pool cars. Low transfer rates.

LONG DISTANCE MOVING

Pool Cars and Spot Stock Accounts Solicited.

Private Siding B. & O. R. R. Free switching all

roads. Low insurance rate.

Members of N. F. W. A.—O. A. C. H.—O. W. A.



AKRON, OHIO

The KNICKERBOCKER

WAREHOUSE & STORAGE CO.

36 CHERRY STREET

Household Goods and Merchandise

Fireproof Warehouse—Local and long distance moving.

CANTON, OHIO

MEMBER: A.C.W. — N.W.A.
A.W.A.—O.F.A.A.—O.W.A.

CANTON STORAGE, Inc.
FOURTH AND CHERRY N.E.

merchandise, household goods cold storage

U. S. Customs and U. S. General Bonded.
Pool cars distributed. Private sidings. Free switching on all roads. Separate fireproof warehouse for household goods. Modern equipment combined with speedy service.

New York City Representative:
MR. J. W. TERREFFORTE
250 Park Avenue
Telephone: Plaza 7-1225

Chicago Representative:
MR. W. H. EDDY
53 W. Jackson Blvd.
Telephone: Harrison 1494

N.F.W.A.—(See page 53)



W. Lee Cotter, Akron

(Continued from page 87)

canned goods. Somewhat of a bombshell has been recently thrown into their ranks by the action of the Woolworth chain store interests in chartering the Greek *Mount Cynthos* to lift a full cargo of dried fruits at Oakland for London. The charter rate is reported as being well under the ocean conference rate.

Are the West Coast terminals on the job in time to secure orders like this?

Woodpulp for Lakes

INWARD movement of woodpulp to Montreal for transshipment to the Great Lakes is picking up and will be brisk to the end of the navigation year. There were heavy movements of pulp this past spring, and it is probable the season's business will be in excess of last year.

Shippers of pulp have not been confronted this season with the situation which prevailed in the fall of 1935, when a shortage of lake vessels retarded transshipment of the product. Ocean-going vessels bringing pulp to Montreal were sometimes held up for over a week, waiting for lakers to take their cargoes. At the time, the harbor was filled with lake vessels heavily laden with grain. The local elevators had reached a capacity load, and the process of discharging the lakers was a slow one. Consequently there was a decided shortage of empty vessels to take the cargoes of pulp which were being brought in by sea-going ships.

Additional lake ports are being used this year to handle this traffic.

Jersey Canal Survey

THE Delaware and Raritan Canal Commission, created by the New Jersey Legislature, announced a plan to send out, early in October, questionnaires as part of a survey to obtain figures on the potential commerce for the Raritan canal, which it purposes to widen to 131 feet and deepen to 14 feet. New locks, 310 feet long and 45 feet wide, would be provided. The canal would be operated by the Federal Government as a free waterway.

With the work completed, safe inland passage for
(Concluded on page 91)

CINCINNATI, OHIO

THE BALTIMORE AND OHIO WAREHOUSE CO.
Operating large modern warehouses for the storage of general merchandise at Second and Smith Sts. and at Sixth and Baymiller Sts.
Special room for storage of semi-perishable goods: Nuts, Dried Fruits, Rice, etc., where a low temperature is maintained.
Special attention given to reshipping in L.C.L. lots the same day orders are required. Facilities for storage of Oils, Greases, Chemicals, and goods requiring other storage.

Low Insurance Rates. Sprinkler Systems.
Address: Second and Smith Sts. **FRED W. BERRY,**
Manager and Treasurer.
CONSIGN VIA BALTIMORE AND OHIO RAILROAD

CINCINNATI, OHIO



YOUR OWN BRANCH HOUSE
—WITHOUT THE OVERHEAD

Modern — Efficient — Responsible

EVERY DISTRIBUTION AND
WAREHOUSING SERVICE
KNOWN TO THE TRADE

CINCINNATI TERMINAL WAREHOUSES, INC.

U. S. General Bonded Warehouse Number 1
Parkway 8070 Cincinnati, O.

CINCINNATI, OHIO

Consolidated Trucking, Inc.
Local and Long Distance Trucking
—Storage

N. W. Corner Pearl and Plum
Merchandise Storage Pool Cars
Penn. R.R. Siding Inter-City Truck Depot



CINCINNATI, OHIO



The "A" Naish Moving and Storage Co.
3211 Madison Road, Cincinnati, Ohio

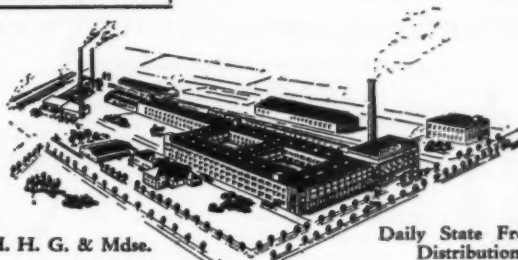
Two Household Goods Warehouses of Fireproof Construction, 40,750 Sq. Ft. Consign Shipments to Oakley Sta. of B.&O. Distribution of Pool Cars. Transfers Household Goods. Cargo Insurance.

Member of May WA—OFWA—OACE—CinVOW

The
Morrell Meat Packers
select their

Household Goods and Cold Storage Warehouses
from the pages of this magazine

CLEVELAND, OHIO



H. H. G. & Mds.

Daily State Freight
Distribution

BRAMLEY STORAGE CO.

A Storage House of Distinction
Railroad Siding, Low Insurance Rates, Sprinkler System
C.F.W.A. and Steam Heated O.W.A.

CLEVELAND, OHIO



**Distribution Terminal
Warehouse Company**

Central Viaduct and West 14th St.
Cleveland, Ohio

Local, regional and storage-in-transit service, offering every facility known to modern distribution.

New
Ultra-Modern
Plant

Trunk Line
Terminal
Complete Service

Continent-wide Connections

CLEVELAND, OHIO

"A WAREHOUSE IS ONLY AS GOOD
AS ITS PERSONNEL"

To insure good service use

THE GREELEY-GENERAL WAREHOUSE CO.

LOCATED IN THE NEW YORK CENTRAL FREIGHT TERMINAL
AT BROADWAY AND E. 15th ST.

CLEVELAND, OHIO

**LEDERER
TERMINALS**

... HAVE SOMETHING IN STORE for you ...
THREE GREAT WAREHOUSE LOCATIONS
GENERAL OFFICE, 1531 W. 25th ST.

CLEVELAND, OHIO

DIRECT FROM FREIGHT CARS



SHIPMENTS to Cleveland, consigned to The Lincoln Storage Company over any railroad entering the city, can be handled from freight car direct to our loading platform.

Carload shipments to our private siding, 11201 Cedar Ave., on the N. Y. C. Belt Line, connecting with all R.R.s. entering Cleveland; L. C. L.-Penna. Euclid Ave. Sta. adjoining Euclid Ave. warehouse; other R.R.s. to Cleveland, Ohio.



LINCOLN STORAGE

W. R. Thomas, Vice-Pres.

5700 Euclid Ave.

CLEVELAND

11201 Cedar Ave.

CLEVELAND, OHIO

RAIL SHIPMENTS

TO OR FROM CLEVELAND



Exclusive Agent:
Greater Cleveland
for Aero-Mayflower
Transit Co.

Our private rail facilities enable us to give prompt handling of pool cars or lift van loads to any destination.

May we serve you?

The **NEAL**
STORAGE COMPANY
CLEVELAND OHIO

CLEVELAND, OHIO

MERCHANDISE STORAGE

POOL-CAR DISTRIBUTION

HEATED LIQUOR STORAGE

CUSTOMS BONDED
WAREHOUSE

LEASE SPACE

A MODERN, FIRE-PROOF STRUCTURE WITH
ENCLOSED DOCKS. N.Y.C. SIDING WITHIN BUILDING

THE OTIS TERMINAL WAREHOUSE CO.

1300-38 W. NINTH ST.

CLEVELAND, OHIO

U. S. GENERAL BONDED WAREHOUSE No. 4



CLEVELAND, OHIO

Facilities, Service
and Security

Merchandise Storage and Distribution ... Fire-
proof Buildings ... Low insurance rates ...
Convenient locations ... United States Custom
Bonded ... Fumigation if desired ... Pool car
distribution. ...

RAILWAY WAREHOUSES INC.
3450 CROTON, S.E. CLEVELAND, OHIO

COLUMBUS, OHIO

Cover OHIO from Columbus

Modern warehouses and bonded storage facilities. A.D.T. System. Private double track siding. Receiving floor at car level. Shipping floors at truck level. Free switching from all railroads.

Columbus Terminal Warehouse Company
55-85 Terminal Way Columbus, Ohio
Established in 1882

COLUMBUS, OHIO

Member of Ohio Warehousemen's Association

COLUMBUS WAREHOUSES, INC.

A COMPLETE MERCHANDISE DISTRIBUTION WAREHOUSE

MOST CENTRAL WAREHOUSE—3 BLOCKS OF

CENTER DOWNTOWN DISTRICT

POOL CAR DISTRIBUTION

PRIVATE SIDING AND SWITCH—N. Y. CENTRAL LINES

228 West Broad St., Columbus, Ohio

COLUMBUS, OHIO

Consign Your Household Goods Shipments to

DAN EDWARDS at COLUMBUS

Packing—Shipping—Storage—Local and Long Distance Moving—Cold
and Concrete Warehouse—Private Siding



EDWARDS TRANSFER AND STORAGE CO.
426 North High St., Columbus, Ohio

Member—National Furniture Warehousemen's Assn., Ohio Warehousemen's Assn.

COLUMBUS, OHIO

CHAS. F. COHAGAN, PRES.
IDEALLY LOCATED

COLUMBUS: — In the
Center of Ohio.

THE MERCHANDISE
WAREHOUSE CO.: —
In the Center of Co-
lumbus.

SERVICE: — That
means more business
for you at less ex-
pense.
Let us serve you at
Columbus.

PRIVATE SIDING ON
N. Y. CENT. RY.
U. S. Customs Bonded



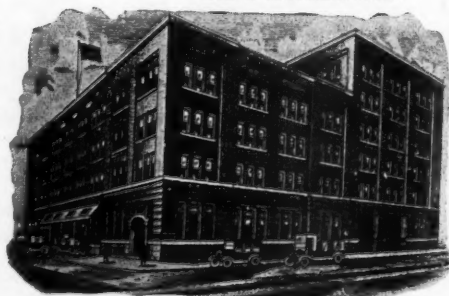
The Merchandise Warehouse Co.
370 W. Broad St. Columbus, Ohio

MEMBER: A.W.A.—O.W.A.—A.C.W.

COLUMBUS, OHIO

MERCHANDISE STORAGE
and DISTRIBUTION

FIRE PROOF



LOW INSURANCE

THE NEILSTON STORAGE CO.

MARION, OHIO

MERCHANTS TRANSFER & STORAGE CO.

180 East Mill St., Marion, Ohio

Heavy Haulage Our Specialty. General Distribution and Storage of
Merchandise. Motor Vans for Local and Long Distance Moving. Stor-
age for Household Goods and Machinery. Packing and Shipping.
Private Siding New York Central Lines

MEMBER MAY. W. A.

N.F.W.A.—(See page 53)



E. H. Lee, Toledo

(Concluded from page 88)

the largest inland barges, motorships and pleasure boats would be provided.

The canal connects the Raritan River (New York waters) and all points in the New England and Great Lake States with the Delaware River, Philadelphia, Baltimore, Norfolk and points south.

The proposed improvement includes a waterway bypass which would route east and southeast of Trenton, shortening the length of the canal to 40 miles, against 44 miles by the old route through Trenton. Several locks would be eliminated.

The project has no relation to the proposed ship canal across New Jersey which has been several times disapproved by the United States Army engineers.

The Delaware and Raritan Canal, long oppressed by a railroad company which controlled it through a lease, is now owned by the State of New Jersey and is not being operated. The State, by vote of its legislators, has offered to turn it over to the Government without cost so that it be made part of the Atlantic Intra-Coastal Waterway.

The questionnaires are to be sent to shippers and industries with the hope they will be filled out and returned as soon as possible. All communications should be addressed to the Commission's office, 137 Albany St., New Brunswick, N. J., or to the New York office, 2 Broadway.

Colorado Groups Prevail on Rowan Not to Resign

After resigning as secretary-treasurer of the Colorado Motor Truck Common Carriers Association, J. F. Rowan attempted to resign also as executive secretary of both the Colorado Transfer & Warehousemen's Association and the Movers' and Warehousemen's Association of Denver, giving as his reason that his personal and business interests had developed to an extent where he could not find time for association activities.

Both warehouse groups insisted that he remain and Mr. Rowan withdrew these two resignations, but completed arrangements to sever connection with the trucking group.

SPRINGFIELD, OHIO



WAGNERS SERVICE, INC.

Pennsylvania Railroad and Lowry Ave.

A warehouse service that embodies every modern facility for the storage and distribution of Household Goods and Merchandise—Motor Freight Service—Door to door delivery at Dayton, Springfield and Columbus daily.

Member of A. W. A.

TOLEDO, OHIO

HERE IS REAL WAREHOUSE SERVICE



Every Known Modern Warehouse Facility

U. S. GENERAL BONDED WAREHOUSE NO. 6

U. S. CUSTOM BONDED

GREAT LAKES

TERMINAL WAREHOUSE CO.

321-357 MORRIS ST. TOLEDO, OHIO

Private Siding B.&O. and N.Y.C. R.R.'s

TOLEDO'S LARGEST—FINANCIALLY
RESPONSIBLE—WAREHOUSE

TOLEDO, OHIO

The RATHBUN CARTAGE CO.

2941-2951 MONROE STREET

"Rathbun" is fully equipped to efficiently handle your merchandise and household warehousing needs in Toledo. . . . Moving, packing, shipping, storing. . . . Riggers and machinery movers. . . . POOL CARS SOLICITED. . . . Local & Long Distance Moving.

Member O.F.W.A.—O.W.A.

TOLEDO, OHIO

"QUICK SHIPPERS"

TOLEDO TERMINAL WAREHOUSE, INC.

128-138 VANCE STREET, TOLEDO, OHIO

Merchandise storage . . . Pool car distribution . . . Fireproof . . . Private siding Nickel Plate Road . . . Free switching . . . Negotiable receipts . . . Transit storage arrangements . . . Motor truck service . . . Located in jobbing District . . . U. S. Customs Bonded.

MEMBERS: American Warehousemen's Association
Ohio Warehousemen's Association
Toledo Chamber of Commerce

YOUNGSTOWN, OHIO

THE WM. HERBERT & SON CO.
EST. 1887
CRATING—PACKING—MOVING
STORAGE
YOUNGSTOWN, OHIO

OKLAHOMA CITY, OKLA.

Member A. W. A.—A. C. W.

Commercial Warehouse Co.

50,000 sq. ft. for Exclusive Merchandise Storage
Pool Car Distributors

Free Switching

14c. Insurance rate

OKLA. CITY, OKLA.

Established 1889

O. K. Transfer & Storage Co.

General Warehousing and Distribution



**MOTOR
TRUCKS
& TEAMING**

**HOUSEHOLD
GOODS**

MERCHANDISE

MEMBERS
NFWA, AWA,
Dist. Service, Inc.

OKLAHOMA CITY, OKLA.

Member of A.W.A.—S.W.A.

Bonded Under State Law

Oklahoma Bonded Warehouse Company

Merchandise Warehousing
Pool Car Distribution

Free Switching
Private Trackage
P. O. Box 1222

Represented by
NEW YORK
8 WEST 42ND ST. PHIN 8-0948
ALLIED DISTRIBUTION INC.

CHICAGO
1525 NEWBERRY AVE. MOBL 3535
50,000 Sq. Ft.
Floor Space
Fireproof

OKLAHOMA CITY, OKLA.

RED THE BALL
We Handle All Kinds of Goods
Fireproof Warehouse for Merchandise and Household Goods
Automatic Sprinkler System
Office and Warehouse
303-313 East Grand Avenue

RED BALL STORAGE

We Solicit Your Accounts for Transfer and Storage
Members of American and National Warehousemen's Associations

TULSA, OKLA.

Joe Hodges Fireproof Warehouse

Moving — Packing — Storage

Mixed Cars a Specialty. Large docks for sorting. We solicit your shipments to our city and assure you we will reciprocate and guarantee prompt remittance. Located on Railroad.
Best Service Obtainable.

Member American Warehousemen's Association, American Chain of Warehouse

PORTLAND, ORE.

Colonial Warehouse and Transfer Co.

Operating Public and Custom Bonded Warehouses
Licensed under the U. S. Warehouse Act
Merchandise, Storage and Distribution
Private Biding Free Switching Sprinklered
1132 N. W. GLISAN STREET



N.F.W.A.—(See page 53)



W. C. Burbank, Warren, O.

Auctions of Fruits and Vegetables

(Continued from page 17)

prices can be obtained later. (Rarely resorted to in actual practice.)

"14. Auction companies take care of payment of freight charges (deducted from returns for gross sale) and also file claims against railroads for broken packages.

"15. Auction selling is economical—2 per cent of the gross sale is the usual commission charged for the service.

To the best of our information, the auction is today in operation in Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, St. Louis and St. Paul.

The latest available Government figures indicate that these relatively few auctions handle 84% of the citrus fruits, both domestic and imported, and 54% of the deciduous fruits. Probably 60% of the vegetables shipped in railroad cars also are auctioned in this manner.

The principal classes of buyers are:

1. The jobber who buys in large quantities and then quickly sells to retailers. Some jobbers specialize in supplying hotels and restaurants; others deal almost entirely with certain racial and foreign-language groups; others still buy for account of out-of-town retailers. Some are, in effect, carlot jobbers in that they at once reload the cars and consign them to outlying communities.

2. Brokers who specialize in buying not for their own account as principals but as representatives, working on a fee or commission, of hotels and select customers, or of truck operators of the huckster type. Brokers also represent others who can not be present or prefer to pay a fee rather than consume their hours to go in person.

3. The chain-store buyer is an important buyer. The auction for him is a convenient place to pick up grades and sizes desired. A growing custom with important producers, who have advertised their brands, is to sell their fruits only through the auctions. If a chain-store wishes to handle these brands, it is obliged to come to the auction; nowhere else may the brands be had.

(Concluded on page 94)

PORTLAND, ORE.

HOLMAN TRANSFER CO.

1306 N. W. HOYT STREET

General Merchandise Storage and
Distribution

Private Siding All Railroads Entering Portland
Located in the center of wholesale and jobbing district.

**POOL CAR DISTRIBUTION
A SPECIALTY**

Member A. W. A.—Amer. Chain.
Established 1864

PORTLAND, ORE.

OREGON TRANSFER COMPANY

Established 1848

1238 Northwest Glisan Street Portland, Oregon
U. S. BONDED and PUBLIC WAREHOUSES

Merchandise Storage and Distribution
Lowest Insurance Rates—Sprinkler Equipped

Member A. W. A.
Eastern Representatives Distribution Service, Inc.

PORTLAND, ORE.

**GENERAL MERCHANDISE WAREHOUSING
AND TRANSPORTATION**

Pool Cars and L. C. L. Distribution to the Pacific Northwest and Inland
Empire with Free Pick Up and Delivery Service to All Main Points.
Route your shipments Via Water or Rail to us at our private Siding.

PIHL TRANSFER & STORAGE CO.

1231 N. W. Hoyt St. Portland, Oregon
Our Personal Supervision assures you prompt and proper service.

PORTLAND, ORE.

COVER THE NORTHWEST
THROUGH

RUDIE WILHELM WHSE. CO., INC.

Rudie Wilhelm, Pres.

Member A.W.A.

U. S. Bonded—Concrete Building—A. D. T. Sprinkler System

Complete Facilities for Storage and Distribution
of All Commodities

Agents: Universal Transcontinental Freight Service

BETHLEHEM, PA.



100,000 CU. FT. COLD STORAGE
200,000 CU. FT. DRY & HOUSE-
HOLD STORAGE

Serving ALLENTOWN
BETHLEHEM
AND EASTON
Private Siding
LEHIGH & NEW
ENGLAND R. R.

Lehigh and New England Terminal Warehouse Company
15th Avenue, North of Broad Street, Bethlehem, Pa.

The Producers of

Wacker Canned Goods

select their

Merchandise and Cold Storage Warehouses
from the pages of this magazine

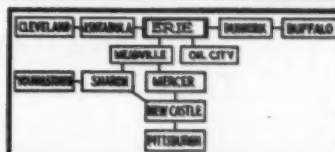
ERIE, PA.

**THE ERIE
STORAGE
& CARTING
COMPANY**

1502 SASSAFRAS ST., ERIE, PA.

Trackage on New York Central
Lines and switching to all other
lines. Unexcelled facilities for han-
dling shipments of merchandise and
household goods. Branch house
service for manufacturers. Pool cars
distributed.

MEMBER: ALLIED VAN LINES — N.F.W.A.
P.F.W.A.—Retail and Kiwanis



**THE IRWIN
TRANSPORTATION
COMPANY**

1802 Sassafras St.
Erie, Pa.

Overnight service
on merchandise to
all of the above
cities.

HARRISBURG, PA.

**Pool
Cars**

Efficiently
Handled
Merchandise
and
Household
Goods Storage



HARRISBURG STORAGE CO.

P. R. R. Sidings HARRISBURG, PA.
American Warehousemen's Association, National Furniture
Warehousemen's Association, Penna. Furniture Warehousemen's
Association, American Chain of Warehousemen

HARRISBURG, PA.

KEYSTONE WAREHOUSE

GENERAL MERCHANDISE STORAGE
POOL CARS DISTRIBUTED

BRICK BUILDING—LOW INSURANCE
STORE DOOR DELIVERY ARRANGED FOR
PENNA. R. R. SIDING

OPERATED BY HARRISBURG WAREHOUSE CO.

HAZLETON, PA.

CHRIST N. KARN, Prop.

KARN'S TRANSFER & STORAGE

FIREPROOF STORAGE WAREHOUSE

Household Goods Storage, Packing, Shipping
Merchandise Storage and Distribution

Pool Cars Distributed. Local and Long Distance Hauling
Members of Mayflower Warehousemen's Association

LANCASTER, PA.

Keystone Express & Storage Co.

STORAGE—DISTRIBUTORS—FORWARDERS
Merchandise and Household Goods

MANUFACTURERS' DISTRIBUTORS MOTOR SERVICE
Siding on P. R. R. and P. & R.

LANCASTER, PA.

LANCASTER STORAGE CO.

LANCASTER, PA.

Merchandise Storage, Household Goods, Transferring,
Forwarding
Manufacturers' Distributors, Carload Distribution, Local
and Long Distance Moving
Members May. W.A.—P.F.W.A.

OIL CITY, PA.

CARNAHAN
Transfer and Storage

The most reliable transfer in Venango County. Fireproof warehouse. Private rooms for furniture and pianos. General hauling. Overland hauling. Piano moving. Furniture packing a specialty. Forwarding agents

Members N. F. W. A.

PHILADELPHIA, PA.

A responsible nation-wide moving service. Call upon us when transferring representatives any place in the United States, Canada or abroad.

ATLAS STORAGE COMPANY
Agent: **ALLIED VAN LINES, INC.**
ATLAS TRANSPORTATION COMPANY
operating under tariffs filed with I.C.C.

4015 WALNUT STREET

Telephone: EVERGREEN 1200

Cable address: BOWLINGVAN

PHILADELPHIA, PA.

Est. over 50 years.

FENTON STORAGE CO.

Absolutely Fireproof

46th and Girard Ave.

Cable Address "Fence"

P. R. R. Siding

Storage, moving and distribution of household goods and merchandise.

PHILADELPHIA, PA.

Fidelity—20th Century Storage Warehouses
General Offices—1811 Market St.

H. NORRIS HARRISON, Pres. F. L. HARNER, Vice-Pres., Treas.
LEAH ABBOTT, Secy.

Bus type vans for speedy delivery anywhere. We distribute pool cars of household goods. Prompt remittance.

Assoc. A. W. A., N. F. W. A., Can. S. & T., P. F. W. A.

PHILADELPHIA, PA.

68 Acres
OF FLOOR SPACE**Motor Truck**
SERVICE

We own and operate a fleet of motor trucks to provide "Store door" delivery throughout the Philadelphia trading area and are especially equipped to render "next morning" delivery anywhere within the area shown in the above map.



13 Warehouses located in the foremost wholesale and retail districts, served by both Reading R. R. and Pennsylvania R. R. Trackage facilities for 143 cars. Streets leading to and from loading platforms are wide and well paved, thus eliminating vehicular congestion. Modern fireproof construction provides low insurance rates. High-speed elevators to all floors. Completely equipped pool car departments. No cartage expense on L. C. L. shipments by rail. A personnel especially trained to handle all merchandise.

TERMINAL WAREHOUSE COMPANY

Delaware Ave. and Fairmount

Members—A. W. A., N. F. W. A., Pa. F. W. A.

Represented by DISTRIBUTION SERVICE, INC.

100 Broad Street, NEW YORK CITY . . . Bowling Green 9-0986

624 Third Street, SAN FRANCISCO . . . Phone Sutter 3461

219 East North Water Street, CHICAGO . . . Phone Sup. 7180

An Association of Good Warehouses Located at
Strategic Distribution Centers



N.F.W.A.—(See page 53)

David V. Murdoch,
Pittsburgh



(Concluded from page 92)

4. Independent retailers. The large retailer, looking for choice goods, here finds his opportunity. Along with him are representatives of huckster and peddler, buying those grades which peculiarly fit their trade.

In 1932 the Government attempted to determine the relative importance of these groups. Using 14 leading auctions as a basis, the report states that jobbers did 57% of the buying (in volume); brokers, 13%; chain-store buyers, 20%; all other groups, 10%. The percentages differ widely among cities, to conform to local customs; but, however distributed among the groups, it is apparent that the auction is, as intended it shall be, a "meeting place for buyer and seller, where all is fair and above-board."

PHILADELPHIA, PA.

GALLAGHER'S WAREHOUSES

Executive Offices—708 So. Delaware Ave.

General Merchandise Storage and Distribution

U. S. Bonded and Free Stores

Carload Distribution

Direct Railroad Sidings: Penna. R. R.—Reading R. R.
Company owns fleet of motor trucks for
city and suburban deliveries

PHILADELPHIA, PA.

BUELL G. MILLER, President



MILLER

North Broad Storage Co.

BROAD & LEHIGH & BRANCHES

Member M.W.A., P.M.T.A., C.F.M.A. of Pa.

PITTSBURGH, PA.

DUQUESNE WAREHOUSE CO.

Office: Duquesne Way and Barbeau St.

Merchandise Storage & Distribution

Members A. W. A.

PITTSBURGH, PA.

"33 Years of Service"

Merchandise

Warehouses

Sprinkler Protected

Distributors

Penna. R. R. Siding

Kirby Transfer & Storage Co.

2538 Smallman St.

Pittsburgh, Pa.

PITTSBURGH, PA.

THOMAS WHITE, Owner and Manager

WHITE TERMINAL CO.

16th - 17th and PIKE STS.

PITTSBURGH



the heart of Pittsburgh's jobbing district. Private
siding on the Penna. R.R.

Also Operating WHITE MOTOR EXPRESS

Our combination of a
modern trucking ser-
vice and an efficient
warehousing organiza-
tion is ideal in serving
all the needs of dis-
tributors in this terri-
tory. Our building is
modern, sprinklered
and located right in

SCRANTON, PA.

R. F. POST

DRAYMAN & STORAGE WAREHOUSE

221 Vine St.

HOUSEHOLD STORAGE

MERCHANDISE STORAGE

POOL CARS

PACKING

LOCAL AND LONG DISTANCE MOVING

PRIVATE SIDING, D. L. & W. R. R.

SCRANTON, PA.

The Quackenbush Warehouse Co.

219 Vine Street

MERCHANDISE AND HOUSEHOLD GOODS

STORAGE POOL CAR DISTRIBUTION

D L & W and D & H Sidings

Member of Allied Distribution, Inc.



UNIONTOWN, PA.

H. D. RYAN—L. G. HOWARD, Proprietors

KEYSTONE TRANSFER CO.

31 EAST SOUTH ST.

HOUSEHOLD GOODS PACKED, SHIPPED, STORED

LONG DISTANCE MOVING

Private Siding Pennsylvania R.R.

WILKES-BARRE, PA.

WILKES-BARRE STORAGE CO.

General Storage and Distribution

Prompt and Efficient Service

Storage-in-Transit and Pool Cars

19 New Bennett St.

Wilkes-Barre, Pa.

WILLIAMSPORT, PA.

WILLIAMSPORT STORAGE CO.

FIREPROOF BUILDING—416 FRANKLIN STREET

P. R. R. SIDING

MERCHANDISE STORAGE AND DISTRIBUTION

HOUSEHOLD GOODS—DRAYAGE

IDEAL DISTRIBUTING POINT FOR CENTRAL PENNSYLVANIA

PROVIDENCE, R. I.

CADY MOVING & STORAGE CO.

FIREPROOF WAREHOUSE

Storage, Moving, Shipping

80-90 Dudley St.

Member National Furniture Warehousemen's Assn.



**Warehousing "Different"
in New York**

(Continued from page 20)

to be graded and certificated. Delivery on the exchange is effected by handing over a warehouse receipt. In this manner the owner of any commodity who is holding his wares for better market conditions is compelled to store in New York, or in a few approved warehouses at other points. He is not free to select a warehouse at some interior point; for, if he does, he deprives himself of the chance to sell "on the market."

Crude Rubber

Within the port itself the "licensed" warehouse enjoys a distinct advantage over the railroad-owned or the Government-controlled or the steamship warehouse. For, except in rare instances, these controlled warehouses have not qualified with the commodity exchanges. As an example, fully one-half of the crude rubber—which is the heaviest tonnage of all commodities entering New York and which totals from 300,000 to 400,000 tons in store all the time—is "licensed rubber." It is designed for sale over the rubber exchange. As reported by the Interstate Commerce Commission, "none of this licensed rubber is stored in railroad-owned or railroad-controlled warehouses." This "licensed rubber" is freed from competition with half the warehouse capacity in New York just as it is freed from competition with a warehouse in Akron or Hartford.

All of which means that a "national" competitive

(Concluded on page 96)

PROVIDENCE, R. I.

Terminal Warehouse Company of R. I., Inc.

Storage all kinds of General Merchandise, Pool Car Distribution. Lowest Insurance.

Trackage facilities 50 cars. Dockage facilities on deep water.

Shipping directions South Providence, R. I.

CHARLESTON, S. C.

Charleston Warehouse and Forwarding Corp.

Merchandise Storage and Distribution of Pool Cars

Modern Concrete Warehouse. 100,000 Square Feet of Storage Space. Private Tracks Connecting with All Railroad and Steamship Lines. Motor Truck Service.

Members of the American Chain of Warehouses, Inc.

GREENVILLE, S. C.

*"The Heart of the Piedmont"***TEXTILE WAREHOUSE CO.**

Est. 1923

511-13-15 Rhett St.

GENERAL MERCHANDISE—H.H.G. STORAGE

Pool Car Distribution—Motor Truck Service

Low Insurance Rate

Private Siding

KNOXVILLE, TENN.

FIREPROOF STORAGE & VAN COMPANY, Inc.

Successors to Knoxville Fireproof Storage Co.

201-211 Randolph St.

Knoxville, Tennessee

135,000 square feet on Southern Railway tracks.

Equipped with Automatic Sprinkler

Insurance at 12c. per \$100.00 per annum.
Pool Cars distributed.

Household goods shipments solicited. Prompt remittances made.

MEMBERS

American Warehousemen's Ass'n

PROMPT AND EFFICIENT SERVICE

KNOXVILLE, TENN.

J. E. Dupes, Pres. & Gen. Mgr.—C. H. Paul, Treas.

MEMBER

**Rowe Transfer & Storage Co.**

416-426 N. Broadway

Household Goods and Merchandise Storage and Distribution. Pool Car Distribution. Fireproof Warehouse. Low Insurance.

Agent, Aars Mayflower Transit Company
Member, Mayflower Warehousemen's Association & S. W. A.

MEMPHIS, TENN.

S. S. DENT, Pres.

General Whse. & Dist. Co.

435 So. Front St.

"Good housekeeping, accurate records, Personal Service"
Located in the center of the Jobbing & Wholesale DistrictSprinklered Low Insurance
Private R. R. siding Perfect service**The Producers of
Di Santo Food Products**

select their

Cold Storage and Merchandise Warehouses
from the pages of this magazine

N.F.W.A.—(See page 53)



Ernest T. Chadwell, Nashville

(Concluded from page 95)

situation exists between a public warehouse in New York and those of all other cities.

Here is another of the "differences" not understood by warehousemen from the interior until they visit New York and walk through the floor spaces, even entire warehouse buildings, set aside for "licensed" goods of the forty great commodities traded over the exchanges.

When the transcontinental railroads shave ten cents per CWT from the all-rail rate on California canned goods into Chicago, the warehouses in New York "take notice." That lowered freight rate may deprive them of storage. It may entail a revision of their own rates or an effort to bring down the ocean-rail rate from the Pacific via New York to Chicago.

Not only does a New York warehouse compete with interior warehouses. Its management knows this fact all the time!

**Move Toward State Supervision
of Warehousing in Ohio**

The Association of Cleveland Warehousemen, comprising merchandise storage operators, voted at a meeting on Sept. 14 to create a committee to work with a like committee representing the Ohio Warehousemen's Association "for the purpose of preparing proper legislation, suitable to the warehousing industry in the State, to stabilize said industry" and to present the proposed legislation to Ohio's warehouse operators for their approval before seeking enactment by the State Legislature.

Such contact with the Legislature would be attempted only "when and if" the legislation prepared should be "acceptable to 70% of the industry as represented in the Ohio Warehousemen's Association."

The Cleveland group appropriated for its committee's use a sum not exceeding \$200 and pledged itself to provide further money for expenses should it be necessary.

The committee appointed has as its chairman Mr. Paul representing Federal Cold Storage Co.; Herbert H. Lederer, president Lederer Terminal Warehouse Co.; and S. A. Sted, vice-president Railway Warehouses, Inc.

MEMPHIS, TENN.

L. E. McKNIGHT, Pres.

OUR CUSTOMERS

ARE THE BEST ADS WE HAVE, BEFORE SETTLING IN MEMPHIS. LET US GIVE YOU THEIR NAMES.

MERCHANTS

WAREHOUSE CO., Inc.

Member, Associated Warehouses, Inc.

MEMPHIS, TENN.

Established 1856

PATTERSON TRANSFER COMPANY

New River and Rail Terminal Warehouse. Merchandise Storage and Pool Car Distribution. Lowest Insurance Rates—\$1.10 per \$1,000.00 per Annum. Bonded Agents of all Rail and Barge Lines. Let us serve you in the Mississippi Valley. Member of A.W.A. and A.C.W.

MEMPHIS, TENN.

Pres. J. H. POSTON
Secy. and Treas. W. H. DEARING**JOHN H. POSTON
STORAGE WAREHOUSES**

INCORPORATED

671 to 679 South Main St.

Established 1894

Insurance Rate \$1.26 per \$1,000 per Annum
DISTRIBUTION A SPECIALTY

MEMPHIS, TENN.

"SERVICE"

ROSE WAREHOUSE CO.

2-8 East and 2-12 West Calhoun Avenue, Memphis, Tennessee

Merchandise Storage and Pool Car Distribution

"SERVICE"

NASHVILLE, TENN.

Merchandise Storage, Distribution and Drayage
HOUSEHOLD STORAGE, LOCAL AND LONG DISTANCE MOVING
FIREPROOF WAREHOUSES—UP-TO-DATE EQUIPMENT

BOND-CHADWELL Co.

124 First Avenue, N. 1625 Broadway

NASHVILLE, TENN.

521 Eighth Ave., So.

Central Van & Storage Co

MERCANTILE AND HOUSEHOLD STORAGE

WAREHOUSE STOCK and POOL CAR DISTRIBUTION

Fire Proof Warehouse Space—Centrally Located

NASHVILLE, TENN.

Nashville Warehousing Co.

GENERAL STORAGE

POOL CAR DISTRIBUTION

FREE SWITCHING—CITY TRUCKING

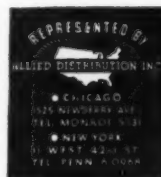
NASHVILLE, TENN.

ESTABLISHED 1886

The PRICE-BASS CO.

194-204 Hermitage Ave.

Merchandise Storage



Automatic Sprinklered — Lowest
Insurance Spot Stock and Pool
Car Distribution — Private
Siding — Free Switching
Motor Truck Service.

AMARILLO, TEXAS

WM. C. BOYCE

J. A. RUSH

**Armstrong Transfer & Storage Co., Inc.**

Distributors of Merchandise

BONDED WAREHOUSES

Amarillo and Lubbock, Texas

Contract operators for all rail lines and Universal Carloading and Distributing Company.

Member Mayflower W. A.—Amarillo Warehousemen's Association—American Chain of Warehouses



CORPUS CHRISTI, TEX.

C. M. Crocker—Pres. J. W. Crocker—Vice Pres.
May Crocker—Sec. & Treas.**CROCKER
TRANSFER AND STORAGE CO., Inc.**

Established 1912

Distribution Pool Cars or Boat Shipments

Merchandise & Household Goods

Storage—Drayage—Crating

Members — A.W.A. N.F.W.A. S.W.T.A. A.C.W.

DALLAS, TEXAS

REFERENCE ANY DALLAS BANK

**AMERICAN
TRANSFER & STORAGE CO.**

BONDED FIREPROOF WAREHOUSES

MERCHANDISE—HOUSEHOLD GOODS

POOL CARS DISTRIBUTION

LOCAL DRAYAGE

K. K. MEISENBACH

JACK ORR

DALLAS, TEXAS

In Dallas It's Binyon-O'Keefe

With three warehouses having a total of 100,000 square feet of floor space; with our private side and free switching to Dallas' eleven Trunk Line Railroads—in Dallas, Binyon-O'Keefe is best prepared to serve you.

For 60
Years**BINYON-O'KEEFE**
Fireproof Storage Co.For 60
Years

Associated with Distribution Service, Inc.

DALLAS, TEXAS.

E. D. Balcom (Established 1875) Gus K. Wetherford

**DALLAS TRANSFER AND
TERMINAL WAREHOUSE CO.**Second Unit Santa Fe Building
Dallas, TexasModern Fireproof
Construction—
Office, Display,
Manufacturers, and
Warehouse SpaceOperators of Lone Star Package Car Company
(Dallas Division). Daily service via rail from St. Louis
and C.F.A. territory to all Texas points.
Semi-weekly service via Morgan Steamship Line from New York and Seaboard
territory to all Texas points. H & N Y Motor Freight Line, serving South,
Central, North Texas and Oklahoma.MEMBERS { A. W. A., N. F. W. A., American Chain of Warehouses
Southwest Warehouse & Transfermen's Assn. Rotary Club

DALLAS, TEXAS

Dallas-Trinity Warehouse Company*"Courtesy With Unexcelled Service"*
Complete Warehousing

R. E. Abernathy, Pres.

3205 Worth, Box 26, Dallas

Ft. Worth-Trinity Warehouse Co. Also Corsicana-Trinity Warehouse Co.
Ft. Worth, Texas Corsicana, Texas
Member of N.F.W.A.—A.W.A.—S.W.A.

DALLAS, TEXAS

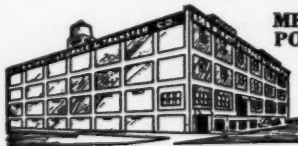
**The Interstate
Fireproof Storage
& Transfer Co.**

301 North Market St.

Merchandise Storage and
Distribution.Household Goods Storage, Moving &
Packing—Long Distance Hauling
Associate Managers

W. I. Ford R. E. Eagon

DALLAS, TEXAS

SPECIALIZINGMERCHANDISE STORAGE
POOL-CAR DISTRIBUTIONSERVING THE GREAT
SOUTHWEST AREAEVERY ACCOUNT IS
PERSONALLY SUPERVISED
BY THE MANAGEMENT.**KOON-McNATT STORAGE & TRANSFER CO.**
911 MARION ST.CONTRACT OPERATORS FOR ALL RAIL LINES AND
UNIVERSAL CARLOADING & DISTRIBUTING COMPANY

Over 10,000,000 Pounds of Freight Handled Monthly for Dallas Shippers

DALLAS, TEXAS

*A Complete Merchandise Warehouse
Service*COLD STORAGE—MERCHANDISE STORAGE
YARD STORAGE—RENTALS**MORGAN WAREHOUSE and COMMERCIAL COMPANY**Houston Street at McKinney Avenue. 1917 North Houston Street.
703 McKinney Avenue, Dallas, Texas.The business address of a number of the largest manufacturers in the world. A
splendid modern plant. A strategic distribution center. A highly specialized
organization placing at your command the finest SERVICE that skill and willing-
ness can offer.

FORT WORTH, TEXAS

In Fort Worth It's Binyon-O'KeefeWith three warehouses having a total of 250,000 square feet of floor space; with our
private side and free switching to Fort Worth's eleven Trunk Line Railroads—in
Fort Worth, Binyon-O'Keefe is best prepared to serve you.For 60
Years**BINYON-O'KEEFE**
Fireproof Storage Co.
Fort WorthFor 60
Years

Associated with Distribution Service, Inc.

FORT WORTH, TEXAS

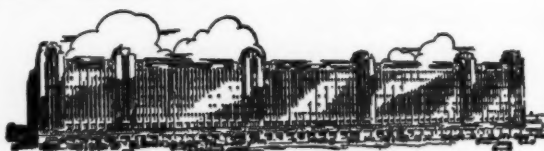
Storage, Cartage, Pool Car Distribution

O. K. Warehouse Company, Inc.

255 W. 15th St.

Fort Worth, Tex.

FORT WORTH, TEXAS



The Southwest's Finest Warehouse

MERCHANDISE STORAGEPOOL CAR DISTRIBUTION, OFFICE DISPLAY
AND WAREHOUSE SPACE

Texas and Pacific

Terminal Warehouse Co.

HARLINGEN, TEXAS

Jones Transfer & Storage Co., Inc.

Warehouses located at Harlingen, Brownsville, McAllen, Edinburg.

Merchandise storage—pool car distribution, daily motor freight lines.
Furniture vans—equipment for heavy hauling.

Service Covers the Lower Rio Grande Valley

HOUSTON, TEXAS

Houston Terminal Warehouse & Cold Storage Company

General Storage Cold Storage U. S. Custom Bonded

Pool Car Distribution

Office Space

Display Space

Parking Space

Lowest Insurance Rate

New York Representative
Phone Plaza 3-1235Chicago Representative
Phone Harrison 1496

HOUSTON, TEXAS

PATRICK TRANSFER & STORAGE CO.Shipside and Uptown Warehouses
Merchandise Storage and Distribution

Operators—Houston Division

LONE STAR PACKAGE CAR CO.

1302 Nance St.

Houston, Texas

HOUSTON, TEXAS

UNIVERSAL TERMINAL WAREHOUSE CO.

Merchandise Storage — Pool Car Distribution

— U. S. Customs Bonded —
— Office Space —New York Representatives:
DISTRIBUTION SERVICE, INC.
100 Broad StreetChicago Representatives:
DISTRIBUTION SERVICE, INC.
219 E. North Water St.

Members A.W.A. and State and Local Associations.

N.F.W.A.—(See page 53)



William I. Ford, Dallas

Quick-Freezing During the Past Few Years

(Concluded from page 26)

of these foods does not require so much help or so much space and, when held under proper temperature conditions, these foods provide a stability that solves the problem arising from uncertainties as to weather conditions or other factors affecting patronage where only a minimum is served and a maximum had been provided for. In other words, the carrying of stock of these foods under refrigeration assures a flexibility that makes possible the serving of 2500 portions or 500 portions, as the case might be, without loss or waste.

To provide for this increased demand, and in order that distribution may be efficiently and economically handled with a minimum cost from the standpoint of transportation and storage, production facilities have been established in nearly all geographical sections of the country where these products are available.

Now that these foods are available, most of the hotels and other public eating places of this character have installed or are in the process of installing adequate refrigeration facilities for holding stocks of these quick-frozen foods—which include a full line of meats, fish, poultry, vegetables and fruits. In the larger places, these facilities are in the nature of refrigeration rooms; while in the smaller restaurant and dining cars, low-temperature cabinets are provided of a capacity sufficient for holding quick-frozen foods and ice cream to provide for maximum demand. Starting in a modest way in 1932, this wholesale distribution of quick-frozen foods has quite rapidly and consistently expanded and substantial yearly increase in volume of sales is the best barometer to indicate the successful trend of this industry.

NATIONAL DISTRIBUTORS TO MEET IN NEW YORK IN DECEMBER

See pages 50 and 51

HOUSTON, TEXAS

IN HOUSTON

Westheimer Transfer and Storage Co., Inc.

Fifty-three Years of Dependable Service
SERVICE TO COVER EVERY BRANCH OF THE INDUSTRY
Benj. S. Hurwitz
President
Members N. F. W. A.
State and Local Assn.

SAN ANTONIO, TEXAS

MERCHANTS TRANSFER & STORAGE CO. FIREPROOF BONDED WAREHOUSE

Complete Storage and Distribution Service
over 50 years of satisfactory service
Member of A.W.A.—N.F.W.A.—S.W.A.

SAN ANTONIO, TEXAS

Muegge-Jenull Warehouse Co. BONDED FIREPROOF

POOL CAR DISTRIBUTORS
STORAGE AND DRAYAGE
Dependable Service Since 1913

SAN ANTONIO, TEXAS

Scobey Fireproof Storage Co.

HOUSEHOLD - - - MERCHANDISE
COLD STORAGE - - - CARTAGE
DISTRIBUTION
INSURANCE RATE 10c
Members of 4 Leading Associations

SAN ANTONIO, TEXAS



SOUTHERN TRANSFER CO., INC. FIREPROOF BONDED STORAGE

U. S. Customs Bonded Warehouse—
Cartman's Permit No. 1

TYLER, TEXAS

EAST TEXAS TERMINAL WAREHOUSE CO., Inc.

Serving the World's Largest Oil Field
and All of North and East Texas.
The highest type of BONDED Storage
and Warehouse facilities.
POOL CAR DISTRIBUTION
Members—S.W.A.

415-17 N. College and Cottonbelt tracks.

TYLER, TEXAS

Tyler Warehouse and Storage Company

Bonded under the Laws of Texas

General Storage and Distribution from the Center of East
Texas. Specializing in Pool Cars Merchandise.

WICHITA FALLS, TEXAS

Wichita Falls Fireproof Warehouse

(Reinforced concrete)
Motor Freight Service to All Territory
Tarry Warehouse & Storage Company, Inc.

Members { National Furn. Warehousemen's Assn.
Southwest Warehouse & Transfermen's Assn.
See TYLER-TARRY-PACG Co. Associated

OGDEN, UTAH.

Member of A.W.A.

WESTERN GATEWAY STORAGE CO.*Warehousing in all its branches*

Precise and definite service at reasonable rates
Ogden is the largest railroad terminal in the Intermountain West. Considerable time can be saved in the distribution of pool cars through Ogden

SALT LAKE CITY, UTAH

CENTRAL WAREHOUSE*Fireproof**Sprinklered*

Insurance rate 18c. Merchandise Storage. Pool Car Distribution. Office Facilities.

Member A. W. A.

SALT LAKE CITY, UTAH

DOOLY TERMINAL WAREHOUSE*"IT'S THE LOCATION"*

213 So. First West St.

FACILITIES—65,000 sq. ft.; Slow burning, brick, steel and mill const.; Floor load 250 lbs.; Sprinkler sys.; A.D.T.; private watchman; Insurance rate, 14c. Interurban Electric siding; free switching from all R.R.'s.

SERVICE FEATURES—Bonded, Pool

car distribu-

tors. Mer-

chandise

storage; col-

lections made

and promptly

delivered.

Packed in

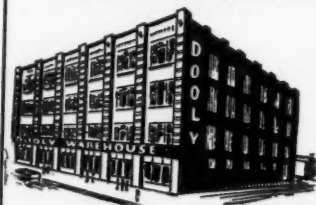
all sizes of

boxes, crates

and barrels.

Prompt delivery

service.



paid; extending all services of a branch house except the actual selling. Free pick-up and delivery service from warehouse to transportation depots. Office space.

ASSOCIATIONS—Utah Warehousemen's Assn.

IDEALLY LOCATED—On the edge of Salt Lake's business

and financial district and right in the center of the jobbing

section—in the heart of all business activity, and the

most desirable location in Salt Lake City.

Our negotiable receipts are accepted by banks as collateral

against Merchandise stored in warehouse. Prompt delivery

service.

SALT LAKE CITY, UTAH

Merchandise Storage and Distribution

Over 1,000,000 cubic feet reinforced Concrete Sprinklered Space

Insurance Rate 14 Cents

JENNINGS-CORNWALL WAREHOUSE CO.

Salt Lake City, Utah

Represented by
DISTRIBUTION SERVICE, INC.
New York—Chicago—San Francisco

SALT LAKE CITY, UTAH

Storage — Distribution — Service

M. A. KEYSER FIREPROOF STORAGE CO.

328 West 2nd South

72,000

Square feet space. Reinforced concrete and brick with office or desk space, also U. S. Customs bonded space. In center of jobbing district. Free switching. Private siding.

Unsurpassed service. Specialists in distribution. Our receipts accepted as collateral by banks for mdse. in storage. Free P. & D. service over rail and truck lines.

Member AWA—NFWA—UWA—AWI

SALT LAKE CITY, UTAH

"This is the Place"

FOR BETTER SERVICE

SECURITY STORAGE & COMMISSION CO.

230 S. 4TH WEST STREET

Over 25 Years Experience

Merchandise Warehousing - Distribution
Sprinklered Building - Complete Facilities
Lowest Insurance Cost - A.D.T. Watchman Service
Office Accommodations - Display Space

Represented by American Chain of Warehouses, Inc.

New York Chicago
250 Park Ave. 88 W. Jackson Blvd.

MEMBER:
A.W.A.—U.W.A.

NORFOLK, VA.

MEMBER



HOUSEHOLD

AUTOMOBILE STORAGE

MERCHANDISE

NEW-BELL STORAGE CORPORATION

NORFOLK, VIRGINIA

MODERN SPRINKLER EQUIPPED WAREHOUSE

50,000 SQUARE FEET PRIVATE RAIL SIDING

Lowest Insurance Rate in Norfolk. Pool Car Distribution

WE SPECIALIZE IN MERCHANDISE STORAGE

AND DISTRIBUTION

AGENTS AERO MAYFLOWER TRANSIT COMPANY

Member M.W.A. & S.W.A.

NORFOLK, VA.

Established 1892

**SOUTHGATE
STORAGE COMPANY, Inc.**

MEMBER:
A.C.W.
A.W.A.
S.W.A.
U.S.C. of C.

For economical storage and distribution you will want to know more about our individualized services. Our fireproof warehouses are in the Southgate Terminal, on the waterfront and in the center of Norfolk's wholesale district. Served by all rail, water and motor lines.

Write for Booklet—"7 POINT DISTRIBUTION"

RICHMOND, VA.

58 YEARS OF UNINTERRUPTED AND EXPERT SERVICE

BROOKS WAREHOUSE CORPORATION

1224 W. Broad Street, Richmond, Va.

Two Fireproof Storage Warehouses—110,000 Square Feet Floor Space—Automatic Sprinkler System—Lowest Insurance Rates in Richmond—Careful Attention to Storage—Packing and Shipping of Household Goods—Private Railroad Siding—Pool Car Distribution—Motor Van Service to All States East of Mississippi River.

Member of S. W. A.—N. F. W. A.

RICHMOND, VA.

STORAGE
HOUSEHOLD
GOODS

OBJECTS OF ART
FURS - RUGS
VALUABLES

**THE W. FRED RICHARDSON
Security Storage Corporation**

PACKING FOR SHIPMENT

Local and Long Distance Movements

ESTABLISHED 1887

RICHMOND, VA.

*"Here, There and Everywhere"***TANNER'S
TRANSFER & STORAGE**

General Office: 2617 Fourth Ave.

Specializing in the movement of household furniture and office equipment. Warehouse with a private railroad siding right to the door. Distribution of household goods pool cars. Members of A.T.A., V.H.U. Assn., N.S.A.

RICHMOND, VA.

160,000 Sq. Ft. Space

VIRGINIA BONDED WAREHOUSE CORPORATION

ESTABLISHED 1908

1709 E. CARY ST.

U. S. BONDED & PUBLIC WAREHOUSES

MERCHANDISE STORAGE & DISTRIBUTION

INSURANCE RATES 20c PER \$100 PER YEAR

Member A.W.A.

BUILDINGS SPRINKLERED

The

Ballantine Brewers

select their

Household Goods and Cold Storage Warehouses
from the pages of this magazine

ROANOKE, VA.



H. L. LAWSON & SON
Finance and Storage
Pool Car Distributors
General Merchandise Storage
421-25 EAST CAMPBELL AVE.
ROANOKE, VIRGINIA

ROANOKE, VA.

ROANOKE PUBLIC WAREHOUSE

Capacity 500 Cars

Private Railroad Siding



Automatic Sprinkler

Accurate Accounting

We make a Specialty of Storage and Pool Car Distribution
for Agents, Brokers and General Merchandise Houses.
Member of American Chain of Warehouses

SEATTLE, WASH.

EYRES TRANSFER AND WAREHOUSE CO., Inc.
SEATTLE, WASH.

Fireproof Warehouses 220,000 Square Feet

INSURANCE .133 Cents per \$100.00

GENERAL STORAGE AND DISTRIBUTING SERVICE

OPERATING 65 AUTOS

Since 1889

Members of NFWA—ACW—WSWA

SEATTLE, WASH.

LET LYON GUARD YOUR GOODS



**Northwest
Distributors**

Seattle—Tacoma—Portland
Seattle, 2030 Dexter Avenue
Dean C. McLean, Mgr.

SEATTLE, WASH.

CLASS A BLDG. SPRINKLER INSURANCE 22¢
STATE BONDED FREE SWITCHING

Personal
Service

Pike
Warehouse Co., 1041 RR So.
Seattle

Close to
Docks
City
Delivering

Public Auto Freight Depot in Warehouse Eliminates Extra Handling.
Daily Service to Northwest Points Our Traffic Assistance Will Help You

SEATTLE, WASH.

TAYLOR-EDWARDS
Warehouse & Transfer Co., Inc.

Free switching service—Low insurance rates

Associated with leading warehouses through

DISTRIBUTION SERVICE, INC.

New York Chicago San Francisco
Members of—American Warehousemen's Assn.; National Furniture Warehousemen's
Assn.; Washington State Warehousemen's Assn.

SEATTLE, WASH.

UNITED WAREHOUSE COMPANY
1990 Railroad Avenue

GENERAL MERCHANDISE
STORAGE

100,000 sq. ft. capacity
Established 1900



POOL-CAR
DISTRIBUTORS

U. S. Customs Bond
Free Switching

For City of Washington, D. C.
refer to
DISTRICT of COLUMBIA

SEATTLE, WASH.

WINN & RUSSELL, INC.

1014 Fourth Ave., South

General merchandise storage and distribution

Located in the center of wholesale and jobbing district

Low insurance rates Office and desk space

Member—A. W. A.—Allied Distribution, Inc.



SPOKANE, WASH.

Millard Johnson
Pres.

W. B. Fobitz
Secty.

Consign to

SPOKANE TRANSFER & STORAGE CO.

A. W. A.

308-316 Pacific Ave.

N. F. W. A.

Merchandise Department

Largest Spot-Stocks in the
"Inland Empire."
(87,000 sq. ft.)

Household Goods Dept.

Assembling and distribution of
pool and local shipments.
Agents for JUDSON.

Member of American Chain of Warehouses

TACOMA, WASH.

Pacific Storage & Transfer Co.

Drayage Storage Distribution



Located in Center of Wholesale
and Jobbing District

General Merchandise Storage

HUNTINGTON, W. VA.

**THE SHIPPING CENTER for
4 STATES**

Ohio Kentucky Virginia West Virginia

Huntington is the shipping center of four states. From it
you can reach Southern West Virginia, Southern Ohio,
Eastern Kentucky and Northern Virginia by five railroads,
the Ohio River and paved highways leading in five direc-
tions.

A first class warehouse for your goods; private side track
from any railroad entering city—no switching charge; our
own trucks and a competent force of employees. All at a
cost that is surprisingly low yet everything is convenient
for your warehousing needs.

HUNTINGTON WAREHOUSE CORP.

1639-41-43-45 Seventh Ave., Huntington, W. Va.

Member of A.C.W.—A.W.A.

LA CROSSE, WIS.

THE GATEWAY CITY TRANSFER CO.

Affiliated with Murphy Bros. Warehouses, Inc.

417-431 North 3rd St., La Crosse, Wis.

C. B. & Q. R.R. Siding

The logical distribution center for Western Wisconsin,

Eastern Minnesota, and Northeastern Iowa.

Trackage warehouse for merchandise and Free switching service.

We specialize in pool car distribution.

LA CROSSE, WIS.

La Crosse Terminal Warehouse Co.
GENERAL STORAGE

We make a specialty of storage and pool car distribution for agents,
brokers, and general merchandise houses.

Free switching service

Large fleet of Vans and Delivery Trucks

We give prompt service

430-434 SOUTH THIRD STREET

MADISON, WIS.

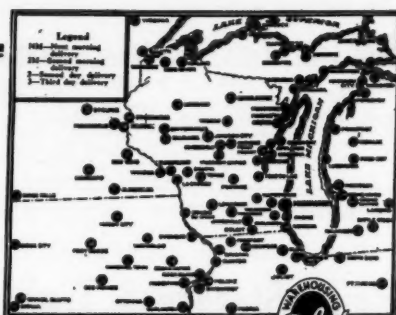


MRS. ROBERT M. JENKINS, Pres.

The Union Transfer & Storage Co.

State Bonded Warehouse on Private Switch
Fireproof Building 85,000 Square Feet
Pool Car Distribution by Truck or Rail
Private Siding Milwaukee Road,
Free Switching All Roads
Established 1895

MILWAUKEE, WIS.

**SPOT STOCKS PLUS SERVICE
WILL HELP SALES—NOW!**

UNITED STATES CUSTOMS BONDED—WISCONSIN LICENSED AND BONDED

Atlas warehouses, nine in all with over 500,000 square feet of floor space, sprinkler equipped and A.D.T. alarm and watchmen supervised, are ready to speed up your distribution service, safely, economically and efficiently. Ship to us by rail, truck or steamer. Fifty car track capacity, two docks with water deep enough for any freighter on the Great Lakes—ocean vessels from European ports come direct to us with merchandise for storage.

Atlas at Milwaukee with its trained personnel is in a position to help you with your distribution problems—Write to us today!

ATLAS**STORAGE COMPANY**

710 West Virginia St. Milwaukee, Wisconsin

Represented by:

**DISTRIBUTION SERVICE, INC.**100 Broad St.
New York, N. Y.219 East North Water St.
Chicago, Ill.625 Third St.
San Francisco, Cal.**Fast distribution to six states from MILWAUKEE**

MILWAUKEE, WIS.

**"The Million Dollar
Warehouse Company"**

**HANSEN
STORAGE CO.**

ESTABLISHED 27 YEARS—LARGEST IN WISCONSIN
18 Warehouses—50 Car Side Track—850 Foot Deck
DEPENDABLE—EXPERT—QUICK SERVICE

We specialize in
Merchandise Distribution and Furnish
"BRANCH HOUSE SERVICE"

"Let Us Solve Your Distribution Problems"
Ship Your Merchandise to Ourselves in Our Care
and Have Instructions Follow.
"We Will Do the Rest."

"U. S. Government Bonded Warehouse"

MILWAUKEE, WIS.

**LINCOLN**

FIREPROOF WAREHOUSE CO.
WAREHOUSE SERVICE OF EVERY DESCRIPTION
RAILROAD SIDINGS AND DOCKING FACILITIES
LOCATED IN HEART OF BUSINESS DISTRICT
OFFICES: 206 W. HIGHLAND AVE.
Member of A.W.A.—W.W.A.—N.F.W.A.

MILWAUKEE, WIS.



Produce good merchandise at minimum cost—

But—until it's sold and distributed; yes, until tangible payment is received therefor, try and show a profit.

It's commonly good judgment to spend plenty on sales efforts—direct and indirect methods.

But *What price distribution?*

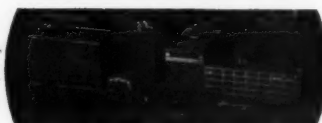
How little analysis is made of real sales losses.

Some national distributors, and smaller ones, too, justify comparatively small costs to carry spot stocks for immediate distribution.

Backing up the wisdom of having spent sales promotion money is an important topic for thought.

NATIONAL WAREHOUSE CORPORATION**"Milwaukee's Finest"**C. & N. W. R.R.
SIDING

Members: Associated Warehousemen, Inc.
American Warehousemen's Assn.
Wisconsin Warehousemen's Assn.

LICENSED
BONDED

A Solid Block of Responsible Warehousing

RACINE, WIS.

**In
Racine!**

The Racine Terminal Warehouse offers every storage and distribution facility. Modern fireproof building especially built for warehouse service. Motor freight terminal. Private rail siding. Dock facilities. Experienced and responsible management.

Merchandise Storage—Moving—
Packing—Shipping

RACINE TERMINAL WAREHOUSE & TRANSFER COMPANY

1 to 7 Main Street, Racine, Wis.

**Aspinwall Tells Refrigeration Group
About the Cold Storage of Furs**

"Practice in Cold Storage of Furs" is the subject of a paper presented by C. A. Aspinwall, president of Security Storage Company, Washington, D. C., at the seventh International Congress of Refrigeration, at the Hague, Netherlands, in June.

The paper is a scientific and informative consideration of the use of cold air to protect furs from damage by clothes moths and other household insects.

Mr. Aspinwall's discussion, based on experiments which the Security company inaugurated in 1895, appeared in the July issue of *Refrigerated Engineering* and in the August number of *The Security News*, the latter being the Security firm's house organ.

Groel Joins Father in Business

Announcement is made by Campbell Clark Groel, president and treasurer of Port Warehouses, Inc., New York City, that his son Campbell Clark Groel, Jr., has joined the firm as an active member and has been elected vice-president.

Mr. Groel, Jr., was graduated this year from Princeton University, where he was a member of the Cap and Gown Club.

CANADIAN WAREHOUSE SECTION

VANCOUVER, B. C.

ELMER JOHNSTON, Pres.

IN VANCOUVER IT'S THE

JOHNSTON

National Storage, Ltd.

STORAGE — CARTAGE
FORWARDING — DISTRIBUTING

You Can Buy No Better Service

TORONTO, ONTARIO

TERMINAL WAREHOUSES LIMITED

SUCCESSORS TO

CANADIAN RAIL & HARBOUR TERMINALS LIMITED

Foot of York St., TORONTO, Canada

CANADA'S FINEST WAREHOUSE

Cold **STORAGE** Dry

1,000,000 square feet of floor space, 2,200 feet of docks and transit sheds and 6,000 feet of railroad sidings. General storage; Bonded and Free Storage; Cold Storage; Office and Display Space; Lowest Insurance. Transportation to every part of the Province and Dominion.

Free Switching.

Pool Cars to All Major Distributing Points

N.F.W.A.—(See page 53)



William Pickard, Toronto,
president of the Canadian
Storage & Transfer-
men's Association

Mead Retires from Bekins Co., Sioux City

Gordon W. Mead, traffic manager of the Bekins Van & Storage Co., Sioux City, Iowa, is resigning from that organization, effective Aug. 1. He has been identified with Bekins for twenty-one years. He has not made known his future plans.

TORONTO, ONTARIO

Tippet-Richardson Limited

218 FRONT STREET EAST TORONTO, ONT.

C. F. B. Tippet, President C. A. Richardson, Vice-President

MONTREAL, QUEBEC

Morgan Trust Company

Furniture Two
Storage Warehouses

For 90 years
connected with Montreal business.

All consignments
to us will receive most careful
attention.



1455 UNION AVENUE



MONTREAL, QUEBEC

Established 1903

W. G. KENWOOD, Pres. & Man. Dir.

Westmount Transfer & Storage Ltd.

205 Olivier Ave., Westmount, P. Q.

LOCAL AND LONG DISTANCE MOVERS

Private Room System for Storage

CRATING, PACKING and SHIPPING

Charges Collected and Promptly Remitted

Member: N. F. W. A., C. S. & T. A.



MEXICO

MEXICO, D. F. (MEXICO CITY)

BODEGAS CHOPO, S.A. (MDSE & HHG) Apartado (P.O.B.) 1146

Pres. & Gen. Mgr., H. ROSENSTEIN

Modern, Fireproof Whse.

Connected with all Mexican RR's

Storage of General mds. Forwarding, Packing furniture

Consular Invoic. Assn. NFWA

Correspondent Security Storage Co., Washington, D. C.

The Producers of

Norton Machines

select their

Household Goods Warehouses
from the pages of this magazine

**YOUR FORD DEALER INVITES YOU
TO MAKE YOUR OWN "ON-THE-JOB"
TEST OF V-8 ECONOMY AND V-8
PERFORMANCE WITHOUT OBLIGATION**

FORD V-8

TRUCKS AND COMMERCIAL CARS

You Need *this book!*

● Have you often wished you knew the real "low-down"—the authoritative facts—about getting a better job and bigger pay in transportation work? Then you will welcome our free copy of "Opportunities in Traffic Management" . . . a comprehensive, 64-page, illustrated survey of this vital subject, and of how to win to \$3,000-\$5,000-\$7,500 and even higher-salaried executive jobs by the scientific way of expert, spare-time *training*. It shows you how, definitely, to get from where you are to where you want to be—in a field of more and bigger possibilities than ever! Hit-or-miss learning by slow "experience" while the years fly by, is replaced by specific, step-by-step instruction in every phase of traffic management that in the quickest time qualifies you for bigger-pay work. This is the *direct* route many have taken from clerkships and commonplace routine to manager-ships that only ability commands! Does such a future appeal to you? If so, write today for this booklet. There is no obligation, and you will find it highly interesting.

Dept. T-1062 LaSalle Extension University Chicago, Ill.

Economical

twice as far for
half as much

No Diesel can be any better
than its FULL SYSTEM

Read
the record

CUMMINS DIESELS

CUMMINS ENGINE CO., 1502 WILSON ST., COLUMBUS, IND.

An investment in advertising over a period of years is an invaluable asset. It is worth what was paid for it if the advertiser keeps on advertising and thus protects it and increases its value and keeps it alive.

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